Corporate Innovation, Minor

Corporate innovation is a series of processes by which established companies promote, design, and pursue innovation opportunities that can result in new products, services, and/or business models. It entails R&D activities, product development, internal venture accelerators, acquisitions, and alliances. Innovation is the most powerful competitive weapon for a corporation that wants to ensure growth and relevance over time.

The corporate innovation minor is designed to prepare students to develop new businesses, products, services, or processes inside of an existing organization to create value and generate new revenue growth through entrepreneurial thought and action. The minor seeks to develop students to be agents of change and renewal within established companies, aspiring to leading roles in areas such as product development, new business research, and innovation-related projects. This minor targets students with co-op aspirations that involve positions within corporations such as entry-level product line management, project management, consulting, and new product and service development.

Minor Requirements

Complete all courses listed below unless otherwise indicated. Also complete any corequisite labs, recitations, clinicals, or tools courses where specified. The minor is not available to D'Amore-McKim School of Business students or students pursuing a combined major with the D'Amore-McKim School of Business.

Code	Title	Hours
Required Course		
INNO 2301	Innovation!	4
Electives		
Complete three of the following, one of which may be chosen from the additional elective options list:		12
INNO 2304	Industry Disruption and Corporate Transformation	
INNO 3335	Product Innovation and Portfolio Management	
or MKTG 4510	New Product Development	
INNO 4225	Growth, Acquisitions, and Alliances	
INNO 4504	Integrated Studies in Corporate Innovation	
Additional Electives		
ENTR 1201	The Entrepreneurial Universe	
ENTR 2215	Understanding Family Enterprise	
ENTR 2225	Examining Family Business Dynamics Through Film	
ENTR 2303	Marketing Strategies for Startups	
ENTR 3304	Entrepreneurship and Innovation Law	
ENTR 3305	Business Model Design and Innovation	
ENTR 3330	Design Thinking for Startups	
ENTR 3401	Consulting Operations and Growth in Small and Medium Enterprises	
ENTR 4414	Bridging Conflict, Creating Diversity	
ENTR 4501	Integrated Studies in Entrepreneurial Startups	
ENTR 4983	Special Topics in Entrepreneurship	
INNO 2206	Global Social Enterprise	
INNO 2304	Industry Disruption and Corporate Transformation	
INNO 2414	The Social Impact of Business (if not taken in elective list above)	
INNO 3303	Digital Platform Strategies and Data-Driven Business Models	
INNO 3309	Funding and Measuring Social Impact	
INNO 3335	Product Innovation and Portfolio Management (if not taken in elective list above)	
or MKTG 4510	New Product Development	
INNO 4225	Growth, Acquisitions, and Alliances (if not taken in elective list above)	
INNO 4504	Integrated Studies in Corporate Innovation (if not taken in elective list above)	
INNO 4506	Integrated Studies in Social Innovation and Entrepreneurship	
INNO 4983	Special Topics in Innovation	
One course from an approved Dialogue may count toward an elective.		
ARTG 3462	Experience Design Principles	
CS 4500	Software Development	
CS 4520	Mobile Application Development	
CS 4550	Web Development	

GAME 2010	The Business of Games
GE 1110	Engineering Design
GE 5100	Product Development for Engineers
HLTH 2500	Entrepreneurship in Health Sciences
HLTH 5550	Product Design, Development, and Innovation in Health Science

GPA Requirement

2.000 GPA required in the minor