

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. A minor in corporate innovation 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.

Required Course

Code	Title	Hours
ENTR 2301	Innovation!	4

Electives

Code	Title	Hours
Complete three electives, one of which may be chosen from the additional electives list:		12

ENTR 2304	Industry Disruption and Corporate Transformation
ENTR 3335	Product Innovation and Portfolio Management
ENTR 4225	Growth, Acquisitions, and Alliances
ENTR 4504	Corporate Innovation Seminar
<i>Additional Electives</i>	
ARTG 1250	Design Process Context and Systems
ARTG 3462	Experience Design 1
CS 4500	Software Development
CS 4520	Mobile Application Development
CS 4550	Web Development
ENTR 1201	The Entrepreneurial Universe
GAME 2010	The Business of Games
GE 1110	Engineering Design
GE 5100	Product Development for Engineers

GPA Requirement

2.000 GPA required in the minor