

# Corporate Innovation

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 concentration 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 concentration 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 concentration 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.

## Concentration Requirements

### Concentration in Corporate Innovation

Code	Title	Hours
<b>Required Courses</b>		
INNO 2301	Innovation!	4
INNO 4504	Integrated Studies in Corporate Innovation	4
<b>Electives</b>		
Complete two electives, one of which may come from the additional electives list:		8
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	
<i>Additional Electives</i>		
ENTR 2303	Marketing Strategies for Startups	
ENTR 3217	Global Family Business Leadership	
ENTR 3304	Entrepreneurship and Innovation Law	
ENTR 3305	Business Model Design and Innovation	
ENTR 3330	Design Thinking for Startups	
ENTR 4983	Special Topics in Entrepreneurship	
INNO 2206	Global Social Enterprise	
INNO 2414	The Social Impact of Business	
INNO 3303	Digital Platform Strategies and Data-Driven Business Models	
INNO 3309	Funding and Measuring Social Impact	
INNO 4983	Special Topics in Innovation	
MGMT 3340	Healthcare Management, Innovation, and Design	
MGMT 3530	Project Management	
STRT 4301	Strategic Analysis and Decision Making	
One course from an approved Dialogue may count toward a concentration elective.		