

Minor in Innovation and New Venture Creation

In a rapidly changing economic environment, innovation plays a key role in economic development, including the creation of high-quality employment opportunities. The minor in innovation and new venture creation offers an application-oriented view of innovation and new venture creation. It addresses the development of new products/services from idea identification to commercialization. Students receive hands-on training through three required courses and one elective in creativity and innovation, new product development, and business venture creation and management. The program is expected to provide expanded opportunities for business startups and enhance employment opportunities in both existing organizations and new ventures.

Degree Plan

Code	Title	Hours
Required Courses		
BUSN 3320	New Venture Creation & Mgmt	3
MGMT 3310	Creativity and Innovation	3
MKT 3340	New Product Development & Mkt	3
Select one of the following:		3
MGMT 3320	Small Business Management	
MGMT 4320	Corporate Entrepreneurship	
Total Hours		12