

CORPORATE INNOVATION AND ENTREPRENEURSHIP, B.S.

Begin Campus: Any Penn State Campus

End Campus: University Park

Program Description

The Corporate Innovation and Entrepreneurship major prepares students for challenges in the development of emerging products and new markets for demanding consumers. The ability to adapt to a rapidly changing social and business environment can yield great rewards and returns, but it requires innovative, multifunctional individuals able to adapt to and develop new technologies, innovations and businesses amid a wider environment of change, uncertainty and ambiguity. The major is conceived for students interested in starting and managing new businesses or innovating within existing business with the intent of growing the economy and providing jobs for a diverse workforce. The major focuses on developing problem solving and creative thinking skills, along with the ability to recognize opportunities, spot trends, and develop a plan to capitalize on these ideas. Emerging entrepreneurs and innovative managers of small to large businesses must be competent in various mediums of communication, have good negotiation skills, can lead with ethics and integrity, and are grounded in business aspects of planning, capital investing, goal setting, and decision making.

What is Corporate Innovation and Entrepreneurship?

Most people understand the concept of entrepreneurship – starting and running a new venture or small business. Corporate innovation, however, may not be as clear. The corporate innovation component of the CIENT major focuses on opportunities within the consulting industry as well as new product development and innovation within an existing company. The cornerstone of corporate innovation is the ability to identify opportunities and use corporate resources to implement change. An example can be a well-known chocolate company that initiated printing pictures on small pieces of candy which then opened up a whole new market segment for the company. Think creative ways to breathe life into existing product lines, or taking advantage of technology to lead a division into new business offerings or new business segments. CIENT embraces the mindset to continually look for new opportunities within an entrepreneurial context and a corporate environment.

MORE INFORMATION ABOUT CORPORATE INNOVATION AND ENTREPRENEURSHIP (<https://undergrad.smeal.psu.edu/majors/corporate-innovation-and-entrepreneurship/>)

Entrance to Major

To be eligible for entrance into the Corporate Innovation and Entrepreneurship (CIENT) major, a degree candidate must be enrolled at Penn State as a pre-major in the Smeal College of Business or the Division of Undergraduate Studies and satisfy requirements for entrance to the major.

Administrative Enrollment Controls

This program currently has administrative enrollment controls. Administrative Enrollment Controls are initiated when limitations of space, faculty, or other resources in a major prevent accommodating all

students who request them. Students must follow the administrative enrollment controls that are in effect for the semester that they enter the university.

First-Year Students Entering Summer 2024, Fall 2024, Spring 2025

In order to be eligible for entrance to this major, students must satisfy the following requirements:

- 36-59 graded Penn State credits (excludes transfer and AP credits)
- completed with a grade of C or better:
 - English - ENGL 15 or ENGL 30H or ESL 15 or ENGL 137H or CAS 137H
 - Mathematics - MATH 110 or MATH 140 or MATH 140B
 - Statistics - SCM 200 or SCM 200H or STAT 200
- completed ECON 102 or ECON 102H
- completed at Penn State (no substitutions or transfers), in addition with a quality grade of "C" or better and no alternative or Pass/Fail (PS) grading:
 - Accounting - ACCTG 211 or ACCTG 211H
 - Management - MGMT 301 or MGMT 301H or MGMT 301M or MGMT 301W
 - Marketing - MKTG 301 or MKTG 301H or MKTG 301W
 - Finance - FIN 301 or FIN 301H
- earned a minimum cumulative grade-point average (GPA) of 3.20

Students Who Entered Prior to Summer 2024

Students who entered the University from Summer 2018 through Spring 2024 should view the administrative enrollment controls in the appropriate Undergraduate Bulletin archive (<https://bulletins.psu.edu/undergraduate/archive/>). Students who entered the University prior to the summer 2018 semester should consult with their academic adviser about the administrative enrollment controls in effect for the semester they entered the university.

Degree Completion

Students accepted into the Corporate Innovation and Entrepreneurship major are expected to enroll at University Park the fall semester after gaining entrance to the major. In addition, Senate Policy 83-80.5 stipulates that the college dean and program faculty may require up to 24 credits of course work in the major to be taken in the college where the degree is earned. Based on this policy, the Smeal College of Business has set the following credit earning limitations for CIENT majors:

1. Eighteen credits of 300/400 level prescribed and additional courses in the major field must be completed with Management and Entrepreneurship faculty at University Park.
2. Six additional credits of 300/400 level related and supporting courses must also be completed at University Park. See the Corporate Innovation and Entrepreneurship Suggested Academic Plan for details.

Degree Requirements

For the Bachelor of Science degree in Corporate Innovation and Entrepreneurship, a minimum of 120 credits is required with at least 15 credits at the 400 level:

Requirement	Credits
General Education	45
Electives	14
Requirements for the Major	76

15 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 6 credits of GWS courses ((ENGL 15 or ENGL 30H or ENGL 137H/CAS 137H or ESL 15) and ENGL 202D); 6 credits of GQ courses (MATH 110 or MATH 140 and SCM 200 or STAT 200); 3 credits of GS courses (ECON 102)).

Requirements for the Major

To graduate, a student enrolled in the major must earn a grade of C or better in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44>).

Code	Title	Credits
Prescribed Courses		
BA 342	Socially Responsible, Sustainable and Ethical Business Practice	3
BA 411	Analyzing Business and Industry	3
BLAW 341	Business Law I: Introduction to Contracts, Liability Issues, and Intellectual Property	3
ECON 102	Introductory Microeconomic Analysis and Policy	3
ECON 104	Introductory Macroeconomic Analysis and Policy	3
MIS 250	Introduction to Problem Solving with Spreadsheet Analysis and Information Systems Management	3
SCM 301	Supply Chain Management	3
<i>Prescribed Courses: Require a grade of C or better</i>		
ACCTG 211	Financial and Managerial Accounting for Decision Making	4
ENGL 202D	Effective Writing: Business Writing	3
FIN 301	Corporation Finance	3
MGMT 301	Basic Management Concepts	3
MGMT 425	New Venture Creation	3
MGMT 453	Creativity and Innovation	3
MGMT 457W	Strategic Management of Innovation and Technologies	3
MKTG 301	Principles of Marketing	3
Additional Courses		
<i>Additional Courses: Require a grade of C or better</i>		
MATH 110 or MATH 140	Techniques of Calculus I Calculus With Analytic Geometry I	4
SCM 200 or STAT 200	Introduction to Statistics for Business Elementary Statistics	4
Select 3 credits from the following:		3
ENGL 15	Rhetoric and Composition	
ENGL 30H	Honors Rhetoric and Composition	
ENGL/CAS 137H	Rhetoric and Civic Life I	
ESL 15	ESL Composition for American Academic Communication II	
Select 9 credits from the following:		9
MGMT 365	Social Entrepreneurship	

MGMT 420	Negotiation and Conflict Management
MGMT 427	Managing an Entrepreneurial Start-Up Company
MGMT 480	Business Transformation Consulting
MGMT 485	Entrepreneurial Opportunity Creation
MGMT 486	Entrepreneurial Investment and Resource Acquisition

Supporting Courses and Related Areas

Attainment of 12th-credit level proficiency in a single world language. 4
Proficiency must be demonstrated by either examination or coursework.

Select 6 credits of supporting coursework from an approved department list. 6

General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (<https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/>) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

Foundations (grade of C or better is required and Inter-Domain courses do not meet this requirement.)

- **Quantification (GQ):** 6 credits
- **Writing and Speaking (GWS):** 9 credits

Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)

- **Arts (GA):** 3 credits
- **Health and Wellness (GHW):** 3 credits
- **Humanities (GH):** 3 credits
- **Social and Behavioral Sciences (GS):** 3 credits
- **Natural Sciences (GN):** 3 credits

Integrative Studies

- **Inter-Domain Courses (Inter-Domain):** 6 credits

Exploration

- **GN**, may be completed with Inter-Domain courses: 3 credits
- **GA, GH, GN, GS, Inter-Domain courses.** This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student's degree program, whichever is higher: 6 credits

University Degree Requirements

First Year Engagement

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

Cultures Requirement

6 credits are required and may satisfy other requirements

- United States Cultures: 3 credits
- International Cultures: 3 credits

Writing Across the Curriculum

3 credits required from the college of graduation and likely prescribed as part of major requirements.

Total Minimum Credits

A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

Quality of Work

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

Limitations on Source and Time for Credit Acquisition

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#83-80>)). For more information, check the Suggested Academic Plan for your intended program.

Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

University Park

Advising Center

Smeal College Undergraduate Education
202 Business Building
University Park, PA 16802
814-863-1947
SmealAdvising@smeal.psu.edu

Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2024-25 academic year. To access previous years' suggested academic plans, please visit the archive (<https://bulletins.psu.edu/undergraduate/archive/>) to view the appropriate Undergraduate Bulletin edition.

Corporate Innovation and Entrepreneurship, B.S. at University Park Campus

The course series listed below provides **only one** of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an **Academic Requirements** or **What If** report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

First Year		
Fall	Credits Spring	Credits
PSU 6	1 MGMT 301 ^{1,2}	3
(MATH 110 or MATH 140) or (SCM 200 or STAT 200) (GQ) ^{1,2}	4 (STAT 200 or SCM 200) or (MATH 110 or MATH 140) (GQ) ^{1,2}	4
ENGL 15, 30H, ESL 15, ENGL 137H, or CAS 137H ^{1,2}	3 World Language - Level Two (8th credit level) ³	4
ECON 102 (GS) ²	3 General Education Course (US) ⁴	3
World Language - Level One (4th credit level) ³	4	
	15	14
Second Year		
Fall	Credits Spring	Credits
MKTG 301 ^{1,2}	3 FIN 301 ^{1,2}	3
ACCTG 211 ^{1,2}	4 SCM 301	3
ECON 104	3 CAS 100, ENGL 138T, or CAS 138T ¹	3
World Language - Level Three (12th credit level) ³	4 MIS 250	3
General Education Course (IL) ⁴	3 General Education Course ⁴	3
	17	15
Third Year		
Fall	Credits Spring	Credits
MGMT 425 ¹	3 MGMT 457W ¹	3
MGMT 453 ¹	3 MGMT 3XX or MGMT 4XX - CIENT Elective ^{1,6}	3
ENGL 202D ¹	3 General Education Course (N) ⁴	3
BLAW 341 or BA 342	3 BA 342 or BLAW 341	3
General Education Course ⁴	3 General Education Course ⁴	3
	15	15
Fourth Year		
Fall	Credits Spring	Credits
MGMT 4XX - CIENT Elective ^{1,6}	3 MGMT 4XX - CIENT Elective ^{1,6}	3

BA 411 (or Business Breadth Course) ⁵	3 BA 411 (or Business Breadth Course) ⁵	3
Business Breadth Course ⁵	3 General Education Course ⁴	3
General Education Course (N) ⁴	3 General Education Course ⁴	3
Elective ⁴	2 Elective ⁴	3
	14	15

Total Credits 120

¹ Course requires a grade of C or better

² Entrance-to-Major Course – complete prior to attaining 59 cumulative credits at Penn State

³ Attain 12th credit level proficiency in a world language (0-12 credits). Credits required vary based on predetermined skill level. Balance of remaining credits are taken as electives. American Sign Language does not satisfy the Smeal College world language requirement.

⁴ When planning general education and elective courses, students should factor in the following requirements:

- 3 credits of United States Culture (US)
- 3 credits of International Culture (IL)
- 6 credits of Inter-Domain (N) coursework

⁵ See the Business Breadth Course list on the Smeal College website.

⁶ See the CIENT website for the list of CIENT electives.

University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy Cultural Diversity Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

All incoming Schreyer Honors College first-year students at University Park will take ENGL 137H/CAS 137H in the fall semester and ENGL 138T/CAS 138T in the spring semester. These courses carry the GWS designation and satisfy a portion of that General Education requirement. If the student's program prescribes GWS these courses will replace both ENGL 15/ENGL 30H and CAS 100A/CAS 100B/CAS 100C. Each course is 3 credits.

College and Department Notes:

1. The Smeal College of Business requires that the following entrance-to-major courses be taken at Penn State: ACCTG 211, MGMT 301, MKTG 301, and FIN 301.
2. Pursuant to the Association to Advance Collegiate Schools of Business (AACSB) accreditation standards, the Smeal College of Business requires that all upper division courses within the departments sponsoring the major be completed in residence at University Park under the instruction of Smeal College faculty.

Corporate Innovation and Entrepreneurship, B.S. at Commonwealth Campuses

The course series listed below provides **only one** of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an **Academic Requirements** or **What If** report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

First Year

Fall	Credits Spring	Credits
First-Year Seminar (if required by Campus)	1-0 MGMT 301 ^{1,2}	3
(MATH 110 or MATH 140) or (SCM 200 or STAT 200) (GQ) ^{1,2}	4 (SCM 200 or STAT 200) or (MATH 110 or MATH 140) (GQ) ^{1,2}	4
ENGL 15, 30H, ESL 15, ENGL 137H, or CAS 137H ^{1,2}	3 World Language - Level Two (8th credit level) ³	4
ECON 102 (GS) ²	3 General Education Course (US) ⁴	3
World Language - Level One (4th credit level) ³	4	
	15-14	14

Second Year

Fall	Credits Spring	Credits
MKTG 301 ^{1,2}	3 FIN 301 ^{1,2}	3
ACCTG 211 ^{1,2}	4 ENGL 202D ¹	3
ECON 104	3 CAS 100, ENGL 138T, or CAS 138T ¹	3
World Language - Level Three (12th credit level) ³	4 General Education Course ⁴	3
General Education Course (IL) ⁴	3 General Education Course ⁴	3
	17	15

Third Year

Fall	Credits Spring	Credits
MGMT 425 ¹	3 MGMT 457W ¹	3
MGMT 453 ¹	3 MGMT 3XX or MGMT 4XX - CIENT Elective ^{1,6}	3
SCM 301	3 General Education Course (N) ⁴	3
BLAW 341 or BA 342	3 BA 342 or BLAW 341	3
MIS 250	3 General Education Course ⁴	3
	15	15

Fourth Year

Fall	Credits Spring	Credits
MGMT 4XX - CIENT Elective ^{1,6}	3 MGMT 4XX - CIENT Elective ^{1,6}	3
BA 411 (or Business Breadth Course) ⁵	3 BA 411 (or Business Breadth Course) ⁵	3
Business Breadth Course ⁵	3 General Education Course ⁴	3
General Education Course (N) ⁴	3 General Education Course ⁴	3

Elective ⁴	2 Elective ⁴	3
	14	15

Total Credits 120-119

- ¹ Course requires a grade of C or better
- ² Entrance-to-Major Course – complete prior to attaining 59 cumulative credits at Penn State
- ³ Attain 12th credit level proficiency in a world language (0-12 credits). Credits required vary based on predetermined skill level. Balance of remaining credits are taken as electives. American Sign Language does not satisfy the Smeal College world language requirement.
- ⁴ When planning general education and elective courses, students should factor in the following requirements:
 - 3 credits of United States Culture (US)
 - 3 credits of International Culture (IL)
 - 6 credits of Inter-Domain (N) coursework
- ⁵ See the Business Breadth Course list on the Smeal College website.
- ⁶ See the CIENT website for the list of CIENT electives.

University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy Cultural Diversity Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

College and Department Notes:

1. The Smeal College of Business requires that the following entrance-to-major courses be taken at Penn State: ACCTG 211, MGMT 301, MKTG 301, and FIN 301.
2. Pursuant to the Association to Advance Collegiate Schools of Business (AACSB) accreditation standards, the Smeal College of Business requires that all upper division courses within the departments sponsoring the major be completed in residence at University Park under the instruction of Smeal College faculty.

Career Paths

The CIENT_BS major is designed for students interested in managing innovation, re-inventing current businesses, supporting a family business, or starting up new businesses with the intent of growing the economy, and providing jobs for a diverse workforce. By taking this major, students may prepare themselves to launch a new company or pursue professional employment in one of the following business domains:

Corporate Innovation:

- Consulting
- Project Management
- Business Operations

- Customer Development
- Innovation

Entrepreneurship:

- Start a New Venture
- Work for a Small Business
- Further a Family Business
- Work for a Company Investing in a Small Business

Accreditation

The Smeal College of Business B.S. degree in Corporate Innovation and Entrepreneurship (CIENT_BS) is recognized by the AACSB (Association to Advance Collegiate Schools of Business) as an accredited program after completing a meticulous internal review and meeting all AACSB standards and requirements.

MORE INFORMATION ABOUT THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (<https://www.aacsb.edu>)

Contact

University Park

DEPARTMENT OF MANAGEMENT AND ORGANIZATION
452 Business Building
University Park, PA 16802
814-865-1789
mando@smeal.psu.edu

<https://www.smeal.psu.edu/management> (<https://www.smeal.psu.edu/management/>)

Ask A Question: <https://directory.smeal.psu.edu/contact/mando> (<https://directory.smeal.psu.edu/contact/mando/>)