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 2020, Fall 2020, Spring 2021
In order to be eligible for entrance to this major, students must satisfy the following requirements:

- 40-59 graded Penn State credits (excludes transfer and AP credits)
- completed with a grade of C or better:
  - English - ENGL 15 or ENGL 30 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) with a grade of C or better:
  - 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 3.10

Students Who Entered Prior to Summer 2020
Students who entered the University from Summer 2018 through Spring 2020 should view the administrative enrollment controls in the appropriate Undergraduate Bulletin archive (http://bulletins.psu.edu/undergraduate/archive/). Students who entered the University prior to the summer 2018 semester should view the administrative enrollment controls for the semester that they entered the university (http://advising.psu.edu/entrance-major-requirements/) on the Academic Advising Portal.

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:
### 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 (http://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.

### 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 (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44).

#### Code Title Credits

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 342</td>
<td>Socially Responsible, Sustainable and Ethical Business Practice</td>
<td>3</td>
</tr>
<tr>
<td>BA 411</td>
<td>Analyzing Business and Industry</td>
<td>3</td>
</tr>
<tr>
<td>BLAW 341</td>
<td>Business Law I: Introduction to Contracts, Liability Issues, and Intellectual Property</td>
<td>3</td>
</tr>
<tr>
<td>ECON 102</td>
<td>Introductory Microeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>ECON 104</td>
<td>Introductory Macroeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>MIS 250</td>
<td>Introduction to Problem Solving with Spreadsheet Analysis and Information Systems Management</td>
<td>3</td>
</tr>
<tr>
<td>SCM 301</td>
<td>Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>ACCTG 211</td>
<td>Financial and Managerial Accounting for Decision Making</td>
<td>4</td>
</tr>
<tr>
<td>ENGL 202D</td>
<td>Effective Writing: Business Writing</td>
<td>3</td>
</tr>
<tr>
<td>FIN 301</td>
<td>Corporation Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 301</td>
<td>Basic Management Concepts</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 425</td>
<td>New Venture Creation</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 426</td>
<td>Invention Commercialization</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 427W</td>
<td>Managing an Entrepreneurial Start-up</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 453</td>
<td>Creativity and Innovation</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 301</td>
<td>Principles of Marketing</td>
<td>3</td>
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#### Additional Courses

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 110</td>
<td>Techniques of Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>or MATH 140</td>
<td>Calculus With Analytic Geometry I</td>
<td></td>
</tr>
</tbody>
</table>
SCM 200 or STAT 200  Introduction to Statistics for Business  4
MGMT 365  Social Entrepreneurship  6
MGMT 420  Negotiation and Conflict Management  
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 foreign language. Proficiency must be demonstrated by either examination or coursework.  4
Select 6 credits of supporting coursework from an approved department list  6

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 (http://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  
uge@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 2020-21 academic year. To access previous years’ suggested academic plans, please visit the archive (http://bulletins.psu.edu/undergraduate/archive/) to view the appropriate Undergraduate Bulletin edition (Note: the archive only contain suggested academic plans beginning with the 2018-19 edition of the Undergraduate Bulletin).

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  3
(MATH 110 or MATH 140) or (SCM 200 or STAT 200) or (MATH 110 or MATH 140) (GQ)  4
ENGL 15, 30, ESL 15, ENGL 137H, or CAS 137H  3
ECON 102 (GS)  3
World Language - Level One  4

Second Year  
Fall  Credits  Spring  Credits  
MKTG 301  3
ACCTG 211  4
ECON 104  3
World Language - Level Three  4
General Education Course (IL)  3

Third Year  
Fall  Credits  Spring  Credits  
MGMT 425  3
Two-Piece Sequence (see Department List)  3
ENGL 202D  3
BLAW 341 or BA 342  3
General Education Course  3

Fourth Year  
Fall  Credits  Spring  Credits  
MGMT 453  3
BA 411 (or MGMT 4XX – Additional CIENT Course)  3
Two-Piece Sequence (see Department List)  3
General Education Course (2)  3
Elective  2  Elective  3

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.
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) and/or Linked (Z) coursework

**University Requirements and General Education Notes:**

US and IL are abbreviations used to designate courses that satisfy University 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.

All incoming Schreyer Honors College first-year students at University Park will take ENGL/CAS 137 in the fall semester and ENGL/CAS 138 in the spring semester. These courses carry the GWS designation and serve as the first step in developing and refining an academic plan that is appropriate for you.

**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**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits Spring</th>
<th>Credits</th>
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<tbody>
<tr>
<td>First-Year Seminar (if required by Campus)</td>
<td>1-0 MGMT 301</td>
<td>3</td>
</tr>
<tr>
<td>MATH 110 or MATH 140 (or SCM 200 or STAT 200) (GQ)</td>
<td>4 (SCM 200 or STAT 200) or (MATH 110 or MATH 140) (GQ)</td>
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<tr>
<td>ENGL 15, 30, ESL 15, ENGL 137H, or CAS 137H (or ENG 15, 30, ESL 15, ENGL 137H, or CAS 137H)</td>
<td>3 World Language - Level Two</td>
<td>4</td>
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<tr>
<td>ECON 102 (GS)</td>
<td>3 General Education Course (US)</td>
<td>3</td>
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**Second Year**

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<tr>
<th>Fall</th>
<th>Credits Spring</th>
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<tbody>
<tr>
<td>MKTG 301 (or (SCM 200 or STAT 200) (GQ)</td>
<td>3 FIN 301</td>
<td>3</td>
</tr>
<tr>
<td>ACCTG 211 (or (SCM 200 or STAT 200) (GQ)</td>
<td>4 ENGL 202D</td>
<td>3</td>
</tr>
<tr>
<td>ECON 104</td>
<td>3 CAS 100, ENGL 138T, or CAS 138T</td>
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<tr>
<td>World Language - Level Three</td>
<td>4 General Education Course</td>
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<tr>
<td>General Education Course (IL)</td>
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**Total Credits 4**

**Third Year**

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<tr>
<th>Fall</th>
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<tr>
<td>MGMT 425</td>
<td>3 MGMT 426</td>
<td>3</td>
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<tr>
<td>Two-Piece Sequence (see Department List)</td>
<td>3 MGMT 4XX – CIENT Elective</td>
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<tr>
<td>SCM 301</td>
<td>3 General Education Course (N)</td>
<td>3</td>
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<tr>
<td>BLAW 341 or BA 342</td>
<td>3 BA 342 or BLAW 341</td>
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<tr>
<td>MIS 250</td>
<td>3 General Education Course</td>
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**Total Credits 15**

**Fourth Year**

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<tr>
<th>Fall</th>
<th>Credits Spring</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MGMT 453</td>
<td>3 MGMT 427W</td>
<td>3</td>
</tr>
<tr>
<td>BA 411 (or MGMT 4XX – CIENT Elective)</td>
<td>3 BA 411 (or MGMT 4XX – CIENT Elective)</td>
<td>3</td>
</tr>
<tr>
<td>Two-Piece Sequence (see Department List)</td>
<td>3 Two-Piece Sequence (see Department List)</td>
<td>3</td>
</tr>
<tr>
<td>General Education Course (Z)</td>
<td>3 General Education Course</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>2-3 Elective</td>
<td>4</td>
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**Total Credits 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.
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) and/or Linked (Z) coursework

**University Requirements and General Education Notes:**

US and IL are abbreviations used to designate courses that satisfy University 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.
GWS, GQ, GHW, GN, GA, GH, and GS are abbreviations used to identify General Education program courses. General Education includes Foundations (GWS and GQ) and Knowledge Domains (GHW, GN, GA, GH, GS, and Integrative Studies). Foundations courses (GWS and GQ) require a grade of ‘C’ or better.

Integrative Studies courses are required for the General Education program. N is the suffix at the end of a course number used to designate an Inter-Domain course and Z is the suffix at the end of a course number used to designate a Linked course.

All incoming Schreyer Honors College first-year students at University Park will take ENGL/CAS 137 in the fall semester and ENGL/CAS 138 in the spring semester. These courses carry the GWS designation and replace both ENGL 30 and CAS 100. Each course is 3 credits.

College and Department Notes:
I. 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.
II. 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.

Accreditation
The Smeal College Bachelor of Science degree in Corporate Innovation and Entrepreneurship (CIENT BS) is part of the Smeal College's accreditation by the Association to Advance Collegiate Schools of Business (AACSB).

MORE INFORMATION ABOUT THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (http://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://php.smeal.psu.edu/smeal/contact/?contactID=mando (https://php.smeal.psu.edu/smeal/contact/?contactID=mando/)