



APPLIED CREATIVITY AND INNOVATION MINOR

The minor in Applied Creativity and Innovation will prepare students in any applied discipline to approach problems and think more creatively especially in the context of organizations and work life. In the Applied Creativity and Innovation core classes, students learn to create, communicate and commercialize their ideas more quickly, more successfully and at a lower cost than traditional methods. Courses will allow students to learn methods to be more creative, to utilize prototyping, and sell their ideas; among other topics.

Applied Creativity and Innovation Minor (18 credits)

CBAD 120 Introduction to the Global Culture of Business.....	3
Choose one from the following (3 Credits).....	3
CBAD 301 Management & Organizations (3)	
CBAD 350 Marketing (3)	
MGMT 324 Idea Generation in the Innovation Process #.....	3
MGMT 325 Communicating Novel Ideas in Dynamic Settings #.....	3
MGMT 424 Feasibility and Commercialization of Novel Ideas #.....	3
Applied Selective (Choose one from the following) (3 credits).....	3
MGMT 429 Practicum in Entrepreneurship and Innovation (3)	
MGMT 497 Management Internship (3)	
An internship within the student’s discipline that must have the approval of the Management and Decision Sciences department chair (3)	
TOTAL CREDITS REQUIRED.....	18

A minimum of 9 credits must be unique to the minor.

= These courses may be taken to qualify for external certification in Innovation Engineering granted by Eureka Ranch. Students must successfully complete all assignments from three courses (MGMT 324, MGMT 325, and MGMT 424) in order to apply for the certification.