

MAJOR IN BUSINESS ADMINISTRATION, MANAGEMENT AND INNOVATION CONCENTRATION



The Management and Innovation concentration prepares students to be leaders and innovators who affect change in today's dynamic business environment. Students gain a deep knowledge in planning, organizing, and leading diverse workforces in modern organizations. Students also learn to think strategically, behave in a socially responsible and ethical manner, and manage innovation in teams and throughout the organization. Students take a rigorous core of courses in leadership, entrepreneurship, and human resource management. They can then select a blend of electives to further develop their knowledge and skills in leadership, entrepreneurship and innovation, consulting, or global management.

Learning Outcomes

Students will demonstrate:

- Knowledge of leadership approaches and theories and skill in selecting the most appropriate leadership style according to its usefulness in varied task, diverse employee, and global contexts.
- Knowledge of value creation and the mindset to create value for their broader communities through new venture start-up, corporate entrepreneurship, and social and sustainable venturing.
- Knowledge of the employee lifecycle and preparedness to manage this lifecycle including acquiring, developing, rewarding, and leading employees in a strategic, legal, and ethical manner.

Accelerated Program

This concentration includes an accelerated program option (<https://provost.colostate.edu/accelerated-programs/>) for students to graduate on a faster schedule. Accelerated Programs typically include 15-16 credits each fall and spring semester for three years, plus 6-9 credits over two to three summer sessions (<https://summer.colostate.edu/acceleratedprograms/>). Students who enter CSU with prior credit (AP, IB, transfer, etc.) may use applicable courses to further accelerate their graduation. Visit the Office of the Provost website for additional information about Accelerated Programs (<https://provost.colostate.edu/accelerated-programs/>).

Potential Occupations

Some examples include, but are not limited to the following: Account Manager, Business Analyst, Business Manager, Client Services Manager, Customer Service, Entrepreneur, Human Resources Manager, Logistics/Distribution Manager, Management Consultant, Office Manager, Operations Manager, Production Manager, Project Manager, Recruiter, Retail Manager, Sales Representative, Small Business Owner, Supply Manager, Trainer/Facilitator