Career Overview
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 Corporate Innovation and Entrepreneurship (CIEN) major is designed for students interested in starting and managing new businesses, as well as students interested in managing innovation and reinventing current businesses, with the intent of growing the economy and providing jobs for a diverse workforce.

Major Overview
The CIEN major is designed to develop problem solving and creative thinking skills, along with the ability to spot trends, recognize opportunities, and develop plans to capitalize on high-potential ideas. Emerging entrepreneurs and innovative managers of small to large businesses must be competent in various mediums of communication, have good negotiation skills, lead with ethics and integrity, and be grounded in business aspects of planning, capital investing, goal setting, and decision making.

Preparing to Enroll in the Major
Enrollment in the CIEN major is contingent upon several criteria, which include the timing and completion of a specified range of cumulative credits at Penn State. Students must earn a minimum of 44 cumulative credits but not exceed 59 cumulative credits. These credits include required business foundation and related courses. In addition to an overall competitive GPA in all courses, a competitive GPA in the required foundation and related courses is also required.
Corporate Innovation and Entrepreneurship Major
Course Requirements

Prescribed courses (15 credits) – A grade of "C" or higher is required for all CIENT courses.

› MGMT 425 (3)
  New Venture Creation (Prerequisite: ECON 102 or ECON 104 or ECON 014; CAS 100)

› MGMT 426 (3)
  Invention Commercialization (Prerequisite: ECON 102 or ECON 104 or ECON 014; CAS 100)

› MGMT 427 (3)
  Managing an Entrepreneurial Start-Up Company
  (Prerequisite: ECON 102 or ECON 104 or ECON 014; CAS 100; 5th semester standing)

› MGMT 451W (3)
  Business, Ethics, and Society (Prerequisite: B A 241 and B A 242 or B A 243 or BA 234)

› MGMT 453 (3)
  Creativity and Innovation (Prerequisite: MGMT 301)

› Plus:
  Choose 1 Related Area Course from 2-Piece Sequence list
  (excluding Entrepreneurship 2-piece)

Select a Two-Piece Sequence (6 credits) from one of the areas below or complete a designated University minor.

› Accounting
› Business Sustainability
› Economics
› Finance
› Information Systems Management
› International Business
› Management
› Marketing
› Real Estate
› Risk Management
› Supply Chain and Information Systems

Centers and Programs Supporting the Corporate Innovation and Entrepreneurship Major

Farrell Center for Corporate Innovation and Entrepreneurship
Part of a network of research centers at Smeal, the Farrell Center's mission is to contribute to and interpret the best in academic research in the field of entrepreneurship, including innovation and knowledge management, and to translate this into actionable best practices in profit and non-profit enterprises.

Center for Teams and Negotiation
The Center for Teams and Negotiation is a leading edge center devoted to research and the generation of new knowledge on the creation and management of effective teams, as well as developing the knowledge and skills required to become effective negotiators.

G. Albert Shoemaker Program in Business Ethics
The Shoemaker Programs brings together faculty members, students, and members of the business community to consider current perspectives in business ethics. The Shoemaker Program also supports scholarly research in business ethics and brings speakers to campus.

Garber Venture Capital Fund
The Garber Fund invests in early stage, Penn State related start-ups and technology. The Garber Fund was founded to give students real-life experience in equity investing.

Key Department Contacts

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