

STRATEGY, INNOVATION, AND ENTREPRENEURSHIP, BS

for the degree of Bachelor of Science Major in Strategy, Innovation, and Entrepreneurship

The Strategy, Innovation, and Entrepreneurship major examines how business opportunities are identified and exploited for society through existing and new organizations. Students will learn how to generate and evaluate ideas, develop those ideas into products and services, assemble resources (including finances), mitigate risks, and lead organizations that meet human needs. The degree prepares students to work within existing organizations as well as to create new organizations, both for-profit and not-for-profit.

In addition to the SIE Major requirements, students must also fulfill the University's General Education requirements and the College of Business Core Courses requirements (for more detail, refer to the Gies College of Business Undergraduate Section).

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Minimum hours required for graduation: 124 hours.

University Composition Requirements

Code	Title	Hours
	Composition I: Principles of Composition ¹	4-7
	Advanced Composition	3

General Education Requirements

Code	Title	Hours
	A minimum of six courses is required, as follows:	18
	Humanities & the Arts: Literature & the Arts (1-2 courses) ⁴	
	Humanities & the Arts: Historical & Philosophical Perspectives (1-2 courses) ⁴	
	Natural Sciences & Technology: Physical Sciences (0-2 courses) ⁵	
	Natural Sciences & Technology: Life Sciences (0-2 courses) ⁵	
	Behavioral Sciences (1 course)	
	Cultural Studies: Non-Western Cultures (1 course)	
	Cultural Studies: U.S. Minorities Cultures (1 course)	
	Cultural Studies: Western/Comparative Cultures (1 course)	
	Quantitative Reasoning (2 courses) ⁷	

Language Other Than English

Code	Title	Hours
	Completion of the third semester or equivalent of a language other than English is required. Completion of three years of a single language in high school satisfies this requirement.	0-15

Business Core Requirements

Code	Title	Hours
ACCY 201 & ACCY 202	Accounting and Accountancy I and Accounting and Accountancy II	6
BUS 101	Professional Responsibility and Business ²	3

BUS 201	Business Dynamics	3
BUS 301	Business in Action	3
BUS 401	Global Business Perspectives	3
BADM 210 & BADM 211	Business Analytics I and Business Analytics II	6
BADM 275	Fundamentals of Operations Management	3
BADM 300	The Legal Environment of Bus	3
BADM 310	Mgmt and Organizational Beh ⁶	3
BADM 320	Principles of Marketing	3
BADM 449	Business Policy and Strategy	3
CMN 101	Public Speaking	3
CS 105	Intro Computing: Non-Tech	3
ECON 102 & ECON 103	Microeconomic Principles and Macroeconomic Principles	6
FIN 221	Corporate Finance	3
Total Hours		54

¹ For a list of the specific courses that meet this requirement, see the college Office of Undergraduate Affairs in 1055 Business Instructional Facility or see the Course Explorer for a list of approved general education courses.

² BUS 101, BUS 201, BUS 301 and BUS 401 are required for all Gies College of Business students. Students who enter the College their first year take each sequential course every fall. Inter-College transfer students take BUS 301 and BUS 401 in their sophomore year. Off-campus transfer students take BUS 101 and BUS 201 in their junior year.

⁴ Three courses in the Humanities & the Arts area are required and students must complete at least one course in the Literature & the Arts and Historical & Perspectives subcategories. At least one of the courses must be a 200 or higher level course.

⁵ Two courses in the Natural Sciences & Technology area are required. It is strongly recommended that students complete one course in the Physical Sciences and Life Sciences subcategories.

⁶ This course includes limited voluntary participation as a subject in experiments.

⁷ CS 105 fulfills a Quantitative Reasoning I requirement.

Code	Title	Hours
BADM 341	Foundations of Strategic Management	3
BADM 346	Introduction to Entrepreneurship	3
BADM 367	Mgmt of Innov and Technology	3
BADM 446	Entrepreneurship: New Venture Creation	4
Total Core Required Hours		13
Skill-Building Elective Choices (minimum of 9 hours):		9

Students may choose 9-15 hours from this list

BADM 311	Leading Individuals and Teams	3
BADM 312	Designing and Managing Orgs	3
BADM 313	Strategic Human Resource Management	3
BADM 314	Leading Negotiations	3
BADM 322	Marketing Research	3
BADM 323	Marketing Communications	3
BADM 329	New Product Development	3
BADM 335	Supply Chain Management Basics	3
BADM 350	IT for Networked Organizations	3

BADM 351	Social Media Strategy	3
BADM 359	Business Problem Formulation and Solution	3
BADM 360	Digital Marketing	3
BADM 366	Product Design and Development	3
BADM 375	Operations Strategy	3
BADM 377	Project Management	3
BADM 383	Topics in International Business (Sec. J, Int'l Mergers and Acquisitions)	3
BADM 395	Special Topics (Design in Business)	3
BADM 420	Advanced Marketing Management	3
BADM 447	Legal Issues in Entrepreneurship	4
FIN 423	Entrepreneurial Finance	3
FIN 424	Mergers and Acquisition	3
FIN 425	Private Equity/Venture Capital	3
FIN 433	Corporate Risk Management	3
FIN 464	Applied Financial Analysis	3
DTX 251		3
DTX 455	Design for Social Impact	3
Experiential Elective Choices		
Students may elect 0-6 hours from this list		
BADM 331	Making Things	3
BADM 357	Digital Making Seminar	3
BADM 420	Advanced Marketing Management	3
BADM 445	Small Business Consulting	4
BADM 463	iVenture Accelerator Seminar I: Topics in Entrepreneurship	3
BADM 464	iVenture Accelerator Seminar II: Topics in Entrepreneurship	3
SOCW 321	Social Entre & Social Change	3
SOCW 375		3
FIN 422	Cases in Corporate Finance	3
FIN 490	Special Topics in Finance (Entrepreneurship through Acquisition)	2
Other experiential entrep. or business/product dev. course with departmental approval		
Total Hours		28

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Sample Sequence

This sample sequence is intended to be used only as a guide for degree completion. All students should work individually with their academic advisors to decide the actual course selection and sequence that works best for them based on their academic preparation and goals. Enrichment programming such as study abroad, minors, internships, and so on may impact the structure of this four-year plan. Course availability is not guaranteed during the semester indicated in the sample sequence.

Students must fulfill their Language Other Than English requirement by successfully completing a third level of a language other than English. See the corresponding section on the Degree General and Education Requirements page (<http://catalog.illinois.edu/general-information/degree-general-education-requirements/>).

Information listed in this catalog is current as of 04/2024

First Year			
First Semester	Hours	Second Semester	Hours
BUS 101		3 CS 105	3
ECON 102		3 ECON 103	3
Composition I or CMN 101		4 FIN 221	3
Language Other than English (3rd level)		4 CMN 101 (or Composition I)	3
General Education course		3 General Education course	3
		17	15
Second Year			
First Semester	Hours	Second Semester	Hours
ACCY 201		3 ACCY 202	3
BUS 201		3 BADM 211	3
BADM 210		3 BADM 310	3
BADM 275		3 BADM 320	3
General Education course		3 General Education course	3
		15	15
Third Year			
First Semester	Hours	Second Semester	Hours
BUS 301		3 BADM 346	3
BADM 300		3 BADM Major Skill Building Elective	3
BADM 341		3 BADM Major Skill Building Elective	3
BADM 367		3 General Education course	3
General Education course		3 General Education course	3
		15	15
Fourth Year			
First Semester	Hours	Second Semester	Hours
BUS 401		3 BADM 449	3
BADM 446		4 BADM Major Experiential Elective	3
BADM Major Skill Building Elective		3 General Education course	3
General Education course		3 General Education course	3
General Education course		3 Free elective course	4
		16	16
Total Hours 124			

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- 1. Discipline-based competency:** Students will develop knowledge and skills for (1) analyzing, formulating, and implementing strategies for new and established organizations, (2) managing technology and innovation, and (3) developing and growing new ventures.

2. **Problem solving:** Students are expected to solve complex business problems by integrating the knowledge from three core domains in strategic management, technology and innovation management, and entrepreneurship.
3. **Strategic leadership:** Students will develop skills and perspectives for organizing and directing the activities of others to pursue organizational goals.
4. **Communication:** Students will demonstrate competencies to communicate effectively, both verbally and in writing.

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overview of college admissions & requirements: Gies Catalog (<http://catalog.illinois.edu/schools/gies-business/academic-units/>)

college website: <https://giesbusiness.illinois.edu/> (<https://business.illinois.edu/>)