



MAJOR DISCOVERY SERIES

ENTREPRENEURSHIP

Bachelor of Science in Business Administration with a major in Entrepreneurship

Entrepreneurship studies prepare a student to become an entrepreneurial thinker. Entrepreneurially thinking encompasses more than just the skills for running a business; it is a mindset that encourages thinking creatively, embracing challenges and opportunities, and taking risks – skills needed to launch your own business or propose innovative initiatives within existing organizations.

Career themes associated with Entrepreneurship

Enterprising - “Persuader”

Social - “Helper”

Realistic - “Doer”

Related skills, values, and qualities

- Ability to organize, plan, persuade, sell, and coordinate activities
- Ability to communicate ideas and concepts to others
- Strong interpersonal and networking skills
- Proficiency in reading, writing and speaking
- Ability to solve problems and make effective decisions
- Ability to think creatively
- Strong sense of integrity and professionalism

Courses Entrepreneurship majors typically enjoy

- Accounting
- Business
- Business Law
- Economics
- Management
- Psychology
- Sociology
- Speech

Common interests of Entrepreneurship majors

- Working part-time in a advertising firm, warehouse, or wholesale/retail establishment
- Participating in oratory contests or on a debate or forensic team
- Attending auctions, political rallies, or sales lectures
- Participating in a civic fund-raising event or in student government
- Volunteering to write/design promotional materials
- Reading publications related to marketing and distribution
- Attending sales/marketing workshops and conferences

For more information about the major Contact the Department of Business Administration, 233 deFrancesco, 610-683-4580,

KU Majors related to Entrepreneurship

Communication Design, Communication Studies, Management, Public Administration, Sport Marketing, Psychology, Sociology.

Enterprising students may also be interested in: Advertising*, Business Analytics*, Criminal Justice, Economics*, Elementary Education, Finance, International Studies*, Library Science, Literature*, Multicultural Studies*, Political Science, Public Relations*, Secondary Education, Social Work, Special Education, Writing*

*minor only

FOUR STEPS TO SUCCESS

EXPLORE

DISCOVER

EXPERIENCE

IMPLEMENT

1ST YEAR

2ND YEAR

3RD YEAR

4TH YEAR

- Enroll in the Career Exploration Certificate.
 - Attend info sessions to learn about career development and personal branding.
 - Take a career assessment to identify and confirm interests.
 - Get involved in campus clubs and organizations.
 - Develop basic workplace skills through jobs or volunteer work.
 - Talk with professors, family, and friends about career ideas.
 - Conduct informational interviews with professionals working in fields of interest.
 - Develop a relationship with your professors and faculty advisor.
- Meet with CDC career coach.
 - Attend info sessions to learn about resume writing, and externships.
 - Confirm your choice of major and consider options for double major or minor.
 - Research careers of interest.
 - Complete a job shadowing (externship) experience.
 - Seek meaningful employment or volunteer work in a field related to your major.
 - Explore options for undergraduate research and study abroad.
 - Write a resume and have it reviewed by the CDC.
 - Manage your online presence.
- Enroll in the Career Success Certificate.
 - Complete an internship and/or undergraduate research.
 - Attend info sessions about internships, interviewing, job search strategies, and grad school.
 - Build a LinkedIn profile and continue to monitor your online presence.
 - Complete a mock interview.
 - Build skills through research projects, part-time employment, and volunteer work.
 - Participate in Careers Cafe & networking programs.
 - Attend internship & job fairs.
 - Take on a leadership role in a student organization or work.
 - Consider graduate school options and prepare for admissions tests.
- Attend your senior kick-off and other info sessions to prepare for job search/grad school.
 - Update your resume and LinkedIn profile.
 - Create cover letter drafts.
 - Gain experience through internships and/or undergraduate research.
 - Secure references for job/grad school applications.
 - Create your “30 second” commercial.
 - Meet with CDC to develop job search strategies.
 - Research employers.
 - Network with professionals through events and social media.
 - Join a professional organization in your discipline.
 - Attend the senior etiquette dinner.
 - Participate in job fairs and on-campus interviewing.

Sample Career Titles

Entrepreneurship majors can be found working in a wide variety of career fields. Here are just some career titles that may be of interest. Please note that some jobs may require further education and training.

- Account Executive
- Accountant
- Administrator
- Business Office Manager
- Business Consultants
- Buyer
- Chief Executive Officer
- Controller
- Corporate Manager
- Director of Operations
- Finance Manager
- Financial Consultant
- Franchise Owner
- Management Analyst
- Marketing Manager
- President
- Product Developers
- Project Manager
- Recruiter
- Research Developer
- Sales Manager

Common Internship Sites and Employers

Marketing majors often find internships and employment in the following industries:

- Government
- Healthcare Industry
- Insurance & Financial Industry
- Non-Profit Organizations
- Pharmaceutical Companies
- Publishing Companies
- Retail and Hospitality Industry
- Radio/Television Stations
- Sports & Entertainment Industry



Handshake is the primary online resource for preparing and connecting students and alumni with employers. www.kutztown.edu/handshake

Useful Websites for Entrepreneurship Majors

Whether you are researching related career fields, applying for internships or jobs, or planning to join a professional association, these websites are for you!

Industry Information and Job/Internship Search Sites

Business Job Finder

<http://fisher.osu.edu/fin/joblist.htm>

Careers in Finance

www.careers-in-finance.com

Career Opportunities in Marketing

www.careers-in-marketing.com

Executive and Management Job List

www.nationjob.com/management

Marketing Jobs

www.marketingjobs.com

LaSalle Non-Profit Center

www.lasallenonprofitcenter.org

LinkedIn Jobs

www.linkedin.com/jobs

Small Business Administration (SBA)

(Tips on starting your business from the US Government)

www.sba.gov

Professional Associations

American Business Women's Association

www.abwa.org

American Small Business Association

www.asbaonline.org

American Management Association

www.amanet.org

American Marketing Association

www.ama.org

Business Professionals of America

www.bpa.org

Professional Managers Association

www.promanager.org

Project Management Institute

www.pmi.org

Sales and Marketing Executives International

www.smei.org

Society for Marketing Professional Services

www.smps.org

Building Your Resume for a Career in Entrepreneurship

Building a strong resume for your career field starts long before you ever start your job search. Employers want to hire graduates who not only have the necessary educational background but also have experience applying that knowledge to real life situations.

Emilio Entrepreneurship
 mmana000@live.kutztown.edu, 555-555-5555

QUALIFICATIONS

- Fluent in Spanish and English
- Strong written and verbal communication skills
- Experience working with diverse populations
- Excellent leadership and decision-making skills
- Proven success in customer service
- Proficient in Linux, Apple OSX & Microsoft Office

EDUCATION

B.S.B.A. Kutztown University of Pennsylvania (AACSB Accredited) Kutztown, PA
May 20xx
Major: Entrepreneurship
Minor: Communications

INTERNSHIP & EXTERNSHIP EXPERIENCE

GEICO Reading, PA
Summer 20xx
Business Leadership Intern
 • Developed and implemented marketing plans
 • Researched and applied strategies for growing the business
 • Delivered presentations to management and potential customers

Target Kutztown, PA
Sept 20xx
Management Extern
 • Observed management of stock levels and analysis of sales figures
 • Attended sale-floor staff meeting focused on productivity and efficiency

RELATED WORK EXPERIENCE

Kohl's Trexlerstown PA
Fall 20xx-Present
Team Lead
 • Train new employees on store policies and customer service procedures
 • Assist manager in organizing and tracking inventory
 • Provide excellent customer service

WORK EXPERIENCE

Facilities Department, Kutztown University Kutztown, PA
Fall 20xx
Student Worker
 • Recorded, filed and updated on-campus work orders
 • Developed training manuals for future employees
 • Uploaded electronic forms including confidential employee information using Excel and PeopleSoft
 • Resolved student and department inquiries and complaints

CAMPUS INVOLVEMENT & LEADERSHIP

President, Phi Kappa Phi National Honors Fraternity Spring 20xx-Present
 • Coordinate fundraising events and meet fundraising goal for current year (20% increase over previous year)
 • Organize and facilitate bi-weekly chapter and chair meetings

Public Relations Chair Fall 20xx-Spring 20xx
 • Promote the public image of the chapter to the University and community
 • Update and maintain the chapter social media pages (Facebook, Pinterest & Twitter)

PROFESSIONAL DEVELOPMENT

American Management Association Fall 20xx-Present
 Phi Kappa Phi, National Honors Society Spring 20xx-Present
 Career Success Certificate, Kutztown University Career Development Center Spring 20xx
 Career Exploration Certificate, Kutztown University Career Development Center Fall 20xx

Take note of the skills and knowledge obtained through your educational background and hands-on experiences. Highlight transferable skills such as public speaking and technological proficiencies.

Learn more about your field and develop the necessary skills for employment by gaining hands-on experience through externships, internships, part-time jobs and related volunteer positions.

Develop professionally through campus involvement and professional memberships. This illustrates responsibility, leadership abilities and time management