

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

- planning, starting or managing a part time business endeavor
- Participating in business competitions or on a debate 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

1ST 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.

DISCOVER

2ND YEAR

- 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.

EXPERIENCE

3RD YEAR

- 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.

IMPLEMENT

4TH YEAR

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

Common Internship Sites and Employers

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

- Small Businesses
- Insurance & Financial Industry
- Non-Profit Organizations
- Publishing Companies
- Retail and Hospitality Industry
- Radio/Television Stations
- Sports & Entertainment Industry

Handshake

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

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 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, www.linkedin.com/in/emilio, 555-555-5555

PROFILE

Interested in using my business and management skills to start a marketing company.

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

Major: Entrepreneurship

May 20xx

Minor: Communications

Study Abroad: Kutztown/Reutlingen University

Summer 20xx

INTERNSHIP & EXTERNSHIP EXPERIENCE

GEICO

Business Leadership Intern

Reading, PA

Summer 20xx

- Developed and implemented marketing plans
- Researched and applied strategies for growing the business
- Delivered presentations to management and potential customers

Target

Kutztown, PA

Management Extern

Sept 20xx

- 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

Trexertown, PA

Team Lead

Fall 20xx-Present

- 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

Student Worker

Fall 20xx

- 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