

What can I do with a degree in...

INNOVATION LEADERSHIP & ENTREPRENEURSHIP?

Why study **INNOVATION LEADERSHIP & ENTREPRENEUR- SHIP?**

Entrepreneurship takes a comprehensive view of business by focusing on the strategic thinking needed to run the entire business, rather than emphasizing one specific function within a business. The Innovation Leadership and Entrepreneurship program uses an active-learning model where, through hands-on work, students not only learn about entrepreneurship but experience the challenge and thrill of running a business.

What are the **DEGREE OPTIONS?**

Bachelor of Science in Business Administration (B.S.B.A.) in Innovation Leadership and Entrepreneurship

Bachelor of Science (B.S.) in Entrepreneurship.

NOTE: Students may opt to dual major in Entrepreneurship and Management as well as Entrepreneurship and Marketing. Entrepreneurship is also offered as a minor.

The B.S. in Entrepreneurship requires a second major or minor.

The (B.S.B.A.) with a major in innovation leadership and entrepreneurship option places emphasis on teaching you how to think creatively so that you may work within small or large business firms or go into business for yourself. The program takes a practical hands-on approach under the direction of a faculty composed of entrepreneurs.

The B.S. in Entrepreneurship option provides extensive training in how to develop and assess the feasibility



of new business ideas; plan for the creation of a new enterprise; obtain physical, human, and financial resources; and operate and expand a small enterprise once created. The program provides the flexibility for students to develop the types of businesses they wish to pursue.

What is the **UNDERGRADUATE ADMISSION PROCESS?**

Any currently enrolled student at WCU may declare either major via the Advising Center located in Killian Annex. Please make an appointment with your advisor via your MyWCU student portal.

What **JOBS ARE AVAILABLE?**

In addition to pursuing their own businesses, our graduates are pre-

pared to become a variety of professionals including business managers, business analysts and consultants, bank managers, marketing managers and analysts, property managers, non-profit directors, technical directors, public relations professionals, and more. *NOTE: Advanced degrees may be required for some of the above careers. Please speak with an advisor or career counselor for more information.*

Who employs **ENTREPRENEUR- SHIP** graduates?

Our Business Ready® graduates work for a variety of employers including private firms, non-profit organizations, federal, state, and local government agencies, businesses and industries, tax preparation companies, hospitals and healthcare organizations, banks and other financial organizations, management enterprises, and educational institutions.

MAJOR MAP

How to use this map: Review the four categories and suggestions of activities and when you should consider engaging in them. Remember, these are just suggestions! There is a fillable space for you to add in any other ideas you have to set yourself up for success in life after college.

1st YEAR

2nd YEAR

EXCEL IN ACADEMICS

Coursework your first year will focus on foundational classes within the liberal studies catalog. Check out the [8-semester plan for your major](#) and make an appointment with your advisor.

The second year continues with additional liberal studies requirements as well as business core classes in Economics, Law, Accounting and Finance. Students should take ENT 250 in the Spring as the introductory course to Entrepreneurship. Check out the [8-semester plan for your major](#) and make an appointment with your advisor.

GET HANDS-ON EXPERIENCE

Check out [WCU's DegreePlus program](#) and choose which events in any of the four categories you want to attend. Categories include: Professionalism, Teamwork, Leadership, or Cultural Responsiveness.

See what on-campus employment opportunities are available by logging in to JobCat via your MyWCU.

If you are thinking about attending a graduate school, start engaging in hands-on experiences required in graduate school admissions.

Engage deeper with [DegreePlus](#); choose an additional competency to complete

Develop deeper relationships with the organizations for which you volunteer or work. Ask for special projects or responsibilities that you can highlight on a resume.

BE PART OF THE COMMUNITY

Connect with the [Center for Community Engagement and Service Learning](#) and ask about the [Spark Award](#), a program aimed to encourage and recognize students who are connected with their community.

Consider joining clubs or organizations on campus to develop a sense of community such as the student chapter of Future Business Leaders of America.

If you want to [study abroad](#), this is a good year to have that experience. The Study Abroad Office has excellent suggestions on places to go to your major specifically.

PREPARE FOR LIFE AFTER COLLEGE

Further explore your career options or career interests using the [Center for Career and Professional Development's](#) online resources, [Focus 2](#), and [O*net Online](#).

Connect with a career counselor early on to explore opportunities and experiences you can do while in college to further develop your professional resume.

Check out [CCPD's list of career-building activities](#) and participate in an activity this year, such as attending Career Fair Plus.

Start a spreadsheet of graduate schools you wish to apply to in a few years; label your spreadsheet with each school's admission requirements and application materials so that you are aware of the expectations.

Looking for a minor? Consider these options:

Accounting

Business Administration and Law

Communication

English

Finance

Management

Mathematics

Political Science

Philosophy

3rd YEAR

Courses in your third year will focus heavily on upper-level Entrepreneurship and Business courses as well as program electives. Check out the [8-semester plan for your major](#) and make an appointment with your advisor.

Complete an internship that will give you practical hands-on experience in your field. Contact the CCPD for help in your internship search.

Consider networking with professionals in your field during networking events or conferences such as the [American Society of Administrative Professionals annual summit](#) or [Entrepreneurs' Organization networking events](#).

Volunteer with nonprofits that focus on your ideal career path.

Connect with alumni in your field through [LinkedIn](#).

Consider joining Beta Gamma, the international honorary society for business students (by invite only).

Visit the CCPD to hone your professional resume and cover letter (Make an appointment through MyWCU)

Utilize the [Writing and Learning Commons](#) for GRE, and other professional exam preparation sessions. Take the GRE, etc. Use [Big Interview](#) to learn more about professional interviews.

Schedule a visit to tour graduate schools of your choice, if applicable.

4th YEAR

Courses in your final year will continue to focus on upper-level Business and Entrepreneurship classes and any remaining liberal studies requirements. Check out the [8-semester plan for your major](#), make an appointment with your advisor, and complete your degree audit, and [apply for graduation!](#)

Investigate requirements for full-time jobs or graduate school admissions. Assess what skills or experiences you're lacking and invest time in seeking additional opportunities such as certification programs, classes, or professional development workshops during your last year to fill that gap. Connect with your faculty advisor or career counselor.

Join professional organizations such as the [Association for Entrepreneurship](#) or the [Young Entrepreneur Council](#).

Network with employers and non-profits at the annual Career Fair Plus event, held each October and February.

Apply to graduate schools, if applicable.

Look for and apply for jobs between 4 and 6 months before graduation.

Polish your resume, cover letter, and interview skills by visiting the [CCPD](#).

Internships are still the number-one educational experience employers look for in a recent college graduate resume. (Chronicle of Higher Education's study on 59,000 employers)

DID YOU KNOW?

MORE INFORMATION

INTERNSHIP Information

There are numerous internship opportunities for students. In some cases internships are established through a faculty member in the student's major. Oftentimes students find part-time jobs in an area related to their field of study. When this happens, students should discuss with their academic adviser the possibility of receiving college credit. Generally, three hours of general elective credit can be earned for a minimum of 200 hours of experience.

SKILLS LEARNED in the classroom

The core competencies will center on developing skills, knowledge, and attitudes such as:

- information handling and organization
- decision making
- oral and written communication
- numerical computation
- analytical and quantitative abilities
- problem solving
- technical skills
- teamwork
- leadership

KNOWLEDGE Base

This program will prepare students to:

- Effectively communicate with team members while problem-solving today's information technology challenges.
- Apply ethical principles in real-world scenarios.
- identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.

Professional **RESOURCES**

- American Management Association: amanet.org
- Entrepreneurs' Organization: eonetwork.org
- Young Entrepreneur Council: yec.co

QUESTIONS?

For questions, please call the Computer Information Systems program at 828-227-7412 or visit entrepreneurship.wcu.edu.

To schedule an appointment with a career counselor, contact the Center for Career and Professional Development, 828-227-7133 or careerservices@wcu.edu.

