WHAT CAN I DO WITH A MAJOR IN ENTREPRENEURIAL STUDIES

OCCUPATIONAL OVERVIEW:
The UNM Anderson School of Management website states that, “the Entrepreneurship concentration is for students who seek to start their own businesses or work in small businesses with an entrepreneurial focus”. The Small Business Administration (SBA) (2013) notes that “Starting your own business can be an exciting and rewarding experience. It can offer numerous advantages such as being your own boss, setting your own schedule and making a living doing something you enjoy. But, becoming a successful entrepreneur requires thorough planning, creativity and hard work.” The SBA also notes that being an entrepreneur requires characteristics such as innovation, being comfortable with taking risks, and making decisions independently. The successful entrepreneur must also possess strong leadership qualities as well as good management and team building skills.

EMPLOYMENT REQUIREMENT:
Although obtaining a degree in business is not a requirement for starting your own business, it can provide the knowledge that is needed to become a successful entrepreneur. According to their website, UNM’s Anderson School of Management notes that, “An entrepreneur organizes, operates and assumes the risk for business ventures, all the while striving to minimize risk and maximize the potential of their business. They also must be able to successfully manage and operate every aspect of their business, including but not limited to advertising & marketing, accounting, hiring and firing personnel and production of goods and services. In short, an entrepreneur must have well-rounded knowledge of all aspects of business.” This well-rounded knowledge can be gained through a general business degree, or one which focuses on Entrepreneurial Studies.

THE UNIVERSITY OF NEW MEXICO:
The Anderson School of Management at the University of New Mexico offers both a Bachelor’s and a Master’s degree of Business Administration with a concentration in Entrepreneurial Studies. For more information about these programs, please see the UNM Anderson School of Management website.

INDUSTRIES & TARGET EMPLOYERS:
If you are thinking of starting your own business, the Small Business Administration website offers many resources that can help. If you are thinking of beginning your career with an established employer first, a Career Development Facilitator at the UNM Office of Career Services can help with identifying employers or additional resources for your occupation of choice. A variety of employers specifically recruit UNM students and alumni. Consult UNM’s Lobo Career Connection for a complete list of employers and current job postings.

SUGGESTED STRATEGIES
• Gain professional experience in your area of interest through involvement in internships, student employment, Co-ops, and/or volunteer opportunities. Internship opportunities are listed on the Anderson Career Services website and are also sent out through the ASM concentration list-servs.
• Shadow professionals in your field of interest to gain a better understanding of their occupation and to build relationships with professional mentors.
• Take advantage of the many networking opportunities sponsored by Anderson Career Services.
• Get involved on campus through student organizations and campus events. Find organizations and events at the Student Activities Center website.
• Attend career-related campus events such as career fairs, company information sessions, and or career workshops.
• Students who are interested in graduate school should maintain a high undergraduate GPA and develop relationships with faculty and community leaders.
• Speak with mentors and faculty about career opportunities.
• Additional information can be found on your department’s website, list-servs, newsletters, and social media sites.
INFORMATIONAL WEBSITES:

Institute for Business Innovation
Small Business Council of America
US Small Business Administration
National Small Business Association

http://businessinnovation.berkeley.edu/
http://www.sbca.net
http://www.sba.gov
http://www.nsba.biz/

http://onetonline.org
http://www.bls.gov/

REFERENCES:
