

ENTREPRENEURSHIP

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

WHY ENTREPRENEURSHIP?

The School of Entrepreneurship is the catalyst and hub for entrepreneurial activity on the Oklahoma State University campus. The curriculum and program focus on two things; the first is the development of the entrepreneurial mindset. Its intent is to help students learn to think, behave and act in a more entrepreneurial manner. The second is to teach the business startup process, whether it is in the context of a new venture or improving business within an existing firm.

DEPARTMENT HIGHLIGHTS

- Top 25 entrepreneurship undergraduate program as ranked by the Princeton Review
- Vibrant entrepreneurship center located on the main floor of the business building, with space for students to work on business ideas
- Funding is available for the most promising student ventures, and extends beyond graduation
- Students compete in national business plan competitions. An OSU student team won \$180,000 in prize money at business plan competitions in 2017, including 2nd place at the prestigious Rice Business Plan competition

MAJOR SPECIFIC COURSE CURRICULUM

The First 100 Days

- Address operational challenges in launching a new venture in its very formative stage
- Focus on risk management, recordkeeping, contracts, facilities, suppliers, intellectual property, and go-to-market strategy

Social Entrepreneurship

- Apply entrepreneurial concepts and principles to address vexing social needs such as hunger, homelessness, environmental degradation, disease, domestic violence, and inadequate access to education



"I love entrepreneurship because it is hands-on and face-paced. In business and entrepreneurship classes that I have taken, I was able to apply the information to my life and business aspects. My professor in Imagination in Entrepreneurship challenged me to pursue one of my ideas. In March 2017, I authored a book called, "How to Be Charlie One: Simply Being A Young Adult in an Adult World." I used the marketing skills I learned and I am now selling my book on Amazon. I am utilizing everything I learned from the program to make my book successful.

- Bianca Brown

business.okstate.edu



**BUSINESS STUDENT
SUCCESS CENTER**

AT SPEARS BUSINESS



SPEARS
SCHOOL OF BUSINESS



MAJOR SPECIFIC COURSE CURRICULUM (CONTINUED)

Imagination in Entrepreneurship

- Explore ideation and perspectives on opportunity discovery and assessment
- Investigate the theoretical and conceptual foundations for the application of creativity to business problem solving

Growing Small & Family Ventures

- Study of unique challenges involved when growing small and family-owned ventures
- Examine issues such as resource needs, skill requirements, functional area development, and work-life balance

CAREER INDUSTRIES & FOCUS AREAS

- New venture creation
- For-profit or not-for-profit social venture
- New business development or R&D division of an established firm
- Family business management
- Franchise organization

STARTING SALARY

Average | \$42,350

CAREER RESOURCES FOR ENTREPRENEURSHIP MAJORS

Eastin Center for Career Readiness
OSU Career Services
Flex Jobs
Entrepreneur
Entrepreneurship Resource
U.S. Association for Small Business and Entrepreneurship
Indeed

business.okstate.edu/eastin
hireosugrads.com
flexjobs.com
entrepreneur.com
entrepreneurship.org
usabe.org
indeed.com

SAMPLE COMPANIES HIRING ENTREPRENEURSHIP MAJORS

Aflac | Bank of Oklahoma | Camp Loughridge | Cerner Corporation
Edward Jones | Ferris Manufacturing | Fossil Group, Inc. | Hilti
ISNetWorld | Liberty National Insurance | Meridian Technology Center
Mission Tortillas | Oakley PepsiCo/Frito-Lay | Porche Experience Center
Riata Center for Entrepreneurship | Ross Health Care | Sherwin-Williams

ON TO THE REAL WORLD!

Post-graduation data was gathered on 83.5% of the 1,255 students who graduated with a BSBA degree in 2016 and it was reported that ...

- 92% had employment or job offers within three months of graduation (does not include students who were going on to graduate school, had other plans, or were not seeking jobs)
- The average reported salary was \$50,048 for all Spears Business undergraduates
- 11.2% of all students reporting were going on for advanced degrees