Entrepreneurship & Innovation is about creating value under conditions of uncertainty. In the Entrepreneurship & Innovation concentration students gain the skills and knowledge of how to identify opportunities and reduce market and technological uncertainties to bring an idea to fruition. This concentration prepares students for starting a new business venture, working in a family business, or developing new business areas within corporations. Combining an Entrepreneurship & Innovation concentration with another concentration provides an excellent foundation for career growth. A common path for Entrepreneurship & Innovation graduates is to work in an industry or field of interest, potentially in early stage companies, to gain valuable experience and contacts before launching a venture of their own.

Joint coursework with other business areas increases an understanding of organizations and functional areas within organizations. Popular dual concentrations could include finance, organizational behavior, management and information systems, or strategy. Additionally, many students also seek minors outside of Questrom and interest can range based on the area most interested in. For all available minors, please visit the Boston University programs website found [here](#).

For more information on required courses and to contact the Concentration Faculty Advisor, please visit [HERE](#).

**FINANCING VENTURES**

Venture capitalists and angel investors both invest money in young, privately-held companies which show promise of getting very big and becoming very valuable. Venture capitalists look for a strong management team, a large potential market and a unique product or service with a strong competitive advantage. They also look for opportunities in industries that they are familiar with, and the chance to own a large percentage of the company so that they can influence its direction. Early stage investors typically take a very active role in helping the company grow, so as to increase the value of their investments. Career Opportunities include venture capital or private equity analyst, financial role in new venture, corporate finance.

**SOCIAL ENTERPRISES**

Social entrepreneurs drive social innovation and transformation in various fields including education, health, environment and enterprise development. They apply practical, innovative and sustainable approaches to benefit society, and builds strong and sustainable organizations, which are either set up as not-for-profits or companies. Career Opportunities include social entrepreneur, NGOs, product manager in socially-oriented enterprise.

**INNOVATION & PRODUCT DEVELOPMENT**

Innovators bring new ideas and changes that create value. In this area, employers look for people who can think outside of the box and who can invent/create new processes, methods, markets and customers. Career Opportunities include systems analyst and product managers.

**MARKETING AND DIGITAL MEDIA**

In this career area people are responsible for developing, implementing and managing marketing campaigns that promote a company and its products and/or services. They play a major role in enhancing brand awareness within the digital space as well as driving website traffic and acquiring leads/customers. It’s very entrepreneurial in that these professionals need to identify and evaluate new digital technologies and uses Web analytics tools to measure site traffic to better optimize marketing campaigns, email marketing, social media and display and search advertising. Career Opportunities in this area include Marketing Manager, product marketing manager, digital media specialist.
STRATEGY AND CONSULTING

Strategy consultants advise organizations on high-level decisions in an unbiased fashion, using deep industry knowledge to deliver the best results. It is a type of Management Consulting, which generally implies advising at the highest-level of a company. Career Opportunities include Systems Analyst if you work in the technology industry, Analysts and Consultant.

POPULAR CAREER PATHS

Entrepreneurship & Innovation can lead to a variety of career paths. Most likely your skill set consists of great communication skills and excellent networking ability. Whether you start a new business after graduation or gain industry experience first, the important thing is to continue to take experiences that allow you to expand your skill sets, knowledge, and network.

Some Questrom students begin their own start up after graduation. Many others will begin with a company internally to gain more exposure to various concepts like finance, marketing, management, information systems, etc. Once building a foundation, they then venture out into working in existing startups or creating their own. Some graduates will also choose unrelated careers that utilize skills and experiences developed during their time in college. Some fields may require further training or study. Below are a small sample of career paths, but is not a comprehensive list of all the options.

Specialization fields:

- New Venture Entrepreneurship
- International Entrepreneurship
- Social Entrepreneurship
- Corporate Entrepreneurship
- Rotational or Leadership Development Programs
  - EX: Management and Leadership Development Program

**Rotational and Leadership Development programs are usually 2-3 year training programs that can be valuable for undergraduates to launch into their career. More information about the types of programs and the industries they are available in can be found on the Feld Center’s site HERE.**

INTERNSHIP AND JOB SEARCH RESOURCES

- The Hive - BU
- BUIld Lab
- Vault
- Pardee Library
- StartUp Hire
- Boston StartUps Guide
- Hitchhiker’s Guide to Boston Tech
- AngelList
- Indeed
- Simply Hired
- Internships
- Glassdoor

NEXT STEPS

Questrom/BU Clubs: Questrom/BU Clubs: Joining clubs is a great way to gain experience and build your professional network. Below are specific club(s) within Questrom for those interested in Entrepreneurship & Innovation. For a complete list of business specific Questrom Clubs, please visit here and for a list of BU wide clubs that offer organizations across larger interest areas ranging from health to nonprofits, please visit here.

- Entrepreneurship@BU - BUzz Lab
- Boston University Consulting Group
- BUJ Entrepreneurship Club
**Professional Associations:** Professional Associations exist on the regional and national level. They host national conferences discussing relevant topics, networking events and training and professional development opportunities. If you are interested in careers in Entrepreneurship here are some professional associations, you may want to consider joining:

**Boston Area**
- Boston Region Entrepreneurial Week
- Net Impact Boston
- TiE Boston

**National**
- Entrepreneur’s Organization
- National Federation of Independent Business
- United States Association for Small Business & Entrepreneurship

**LinkedIn Groups:** LinkedIn is a crucial part of anyone’s job search and networking strategy. Using LinkedIn groups, you can develop more targeted networks for various criteria including location, industry, function and more! Below is a list of sample LinkedIn groups entrepreneurship & innovation concentrators may want to consider, for more assistance on using this feature please make an appointment with a UDC Career Advisor at bu.joinhandshake.com:
- On Startups – The Community for Entrepreneurs
- Start-Up Phase Forum
- VentureFizz