

# INNOVATION & ENTREPRENEURSHIP CONCENTRATION GUIDE

The Strategy & Innovation department at Questrom is proud to be the home of the Innovation & Entrepreneurship Concentration.

This concentration is designed to bring the best of innovative thinking and the entrepreneurial spirit to students who are interested in bringing their creative, constructive, and value-creation skills to the next level.

Operating in conjunction with the Build Lab—BU's venture center and innovation space—this concentration offers a powerful set of courses, mentoring, and hands-on experience to Questrom students who choose to pursue this concentration. Students will build skills and gain experience that will help them to be more innovative, deal more confidently with risk, drive projects and initiatives forward, and attain higher levels of overall achievement both while at BU and in their jobs after graduation.

In addition, the Innovation & Entrepreneurship concentration can be comfortably combined with any of Questrom's other concentrations such as Finance, Marketing, Strategy, Management and Organization, Operations & Technology Management, Accounting, Information Systems, Global Business, Health & Life Sciences, Real Estate, Retailing, and Law. After all, no matter what your vocational or personal interests, you can always benefit further from being more innovative and by having a strong sense of the entrepreneurial spirit. In addition to being a strong concentration on its own, you can also think of this concentration as a way to supercharge your other concentrations! More information about the types of programs and the industries they are available in can be found on the Feld Center's site [here](#).

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

## FINANCING VENTURES

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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.

**Career Options:** Financial Planning and Management, Investing & Money Management, Corporate Investment Policy and Practice, Family Office Financial Management & Strategy, Consulting (Company Finances and Personal Finances)

## SOCIAL ENTERPRISES

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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.

**Career Options:** Social Entrepreneurship, Public Policy and Strategy, Leadership and Operational Training and Creative Financing

## INNOVATION & PRODUCT DEVELOPMENT

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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.

**Career Options:** Design and Engineering, Data Science and Analytics, Product Management, Consulting, Process Design & Management

## MARKETING & 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.

**Career Options:** Data Analytics, Product Marketing, Sales and Business Development, Digital Outreach Manager, Consulting and Media and Outreach Planning & Operations

## STRATEGY & 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.

**Career Options:** Consulting (Strategic and Operational), Corporate Strategy and Planning, Corporate Governance, Market Strategy, Product Strategy and Social Strategy

## CLASSES TO CAREER GRID

Interested in seeing how different career paths connect back to the classes you take? Take a look at the grid below to help you strategize which classes will help you build the skills and knowledge you need to meet your career goals.

CLASS	FINANCING VENTURES	SOCIAL ENTERPRISES	INNOVATION & PRODUCT DEVELOPMENT	MARKETING & DIGITAL MEDIA	STRATEGY & CONSULTING
SI 444 Entrepreneurship: Solving Problems in a Dynamic World	×	×	×	×	×
SI 445 Managing the Growing Enterprise	×	×	×	×	×
SI 448 Dilemmas in Scaling New Ventures		×	×		×
SI 451 Organizing for Design & Innovation		×	×		×
SI 456 Social Entrepreneurship & Sustainable Impact		×	×	×	
SI 471 International Entrepreneurship	×		×		×
SI 482 Strategy for Technology-Based Firms			×	×	×
SI 464 Intellectual Property Strategies	×		×		
FE 455 Financing New Ventures	×		×		×
IS 474 Platform Strategy & Design		×		×	×
MO 456 Leadership & Management of Social Enterprises		×	×	×	×

## INTERNSHIP AND JOB SEARCH RESOURCES

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- [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

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### QUESTROM/BU CLUBS

Joining clubs is a great way to gain experience and build your professional network.

Below is a list of Questrom Clubs those interested in Entrepreneurship & Innovation should consider a club that falls within the scope of their functional interests. 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](#)
- [BU 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](#)
- [Unites States Association for Small Business & Entrepreneurship](#)

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## 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](http://bu.joinhandshake.com):

- On Startups - The Community for Entrepreneurs
- Start-Up Phase Forum
- VentureFizz