

Business Entrepreneurship



Entrepreneurs create and manage their own small businesses. They take advantage of an opportunity in the market to develop a new product or service or improve what is currently available. Entrepreneurs oversee all aspects of running an organization, including financial planning, human resources, marketing, production, and managing daily operations.

The Bachelor of Business Administration with a concentration in [Entrepreneurship](#) provides students with a solid foundation in all areas of owning and operating a business. The final project in the capstone course for Entrepreneurship is to complete a business plan. Students

develop an idea from thought to completion and are then ready to go forward with that idea as they begin their own business. Colorado Mesa University also offers an [Entrepreneurship Club](#), and sponsors an Entrepreneurship Day with guest speakers.

A person in this career field may:

- Create a budget and obtain financing for a business venture
- Market a product or service
- Manage personnel, including hiring, supervising, scheduling, and benefits/compensation
- Keep records of business transactions like sales or purchases
- Direct daily business operations related to creating a product or providing a service
- Find ways to improve profits and reduce costs
- Forecast customer demand and set prices
- Plan store layout and displays as well as stocking shelves and inventorying purchase needs
- Negotiate contracts with other companies or customers

Major Skills & Characteristics

- Marketing/advertising skills
- Innovative
- High tolerance for uncertainty
- Ability to maintain financial records
- Risk-takers
- Problem solving skills
- Creativity
- Flexibility and adaptability
- Ability to take initiative
- Organizational and strategic planning skills
- Self-motivated
- Strong work ethic
- Interpersonal and written communication skills
- Persuasive
- Leadership skills
- Analytical and critical thinking skills
- Sound decision-making
- Computer skills
- Independent

Organizations That Commonly Employ Entrepreneurship Majors

- Consulting Firms
- Franchises
- Manufacturers
- Nonprofit Organizations
- Service Providers
- Small Businesses

Related Careers

- Business Owner
- Chief Executive Officer
- Consultant
- Creative Director
- Development Manager
- Director
- Entrepreneur
- Founder
- Franchisee
- Managing Director
- Manager
- President
- Proprietor
- Small Business Manager

Business Related Careers

- Account Executive/Manager
- Benefits Manager
- Brand Development Manager
- Budget Officer
- Buyer
- Communications Manager
- Computer Operations Manager
- Consultant
- Corporate Trainer
- Customer Service Manager
- Development Director/Fundraiser
- Financial Analyst
- Hotel Manager
- Human Resource Manager
- Information Systems Manager
- Insurance Agent
- Inventory Manager
- Management Analyst
- Management Consultant
- Management Trainee
- Manufacturing Supervisor
- Market Information Specialist
- Market Research Analyst
- Marketing Field Coordinator
- Media Planner
- Merchandising Manager
- Operations Manager
- Personnel Manager
- Product Manager
- Promotions Manager
- Purchasing Agent
- Quality Control Auditor
- Research Analyst
- Restaurant/Food Service Manager
- Sales Manager
- Service Organization Manager
- Supervisor
- Training Manager

Note: Some of the occupations listed above may require additional education, experience, or training beyond a Bachelor's Degree. To research these occupations use the Career Research Resources links below.

Career Research Resources:

Use these sites to research information about specific occupations such as nature of the work, training or qualifications, employment or job outlook, projections, earnings and wages.

O*NET-Online: <http://www.onetonline.org>

The U.S. Department of Labor

- In the occupational search box type in key words, job titles, or occupational codes to research various careers.

Occupational Outlook Handbook: <http://www.bls.gov/ooh/>

The Bureau of Labor Statistics

- **View OOH information on Business** at <http://www.bls.gov/ooh/business-and-financial/home.htm>
- Use the A-Z index to select the occupation you are researching.

My Future.com: <http://www.myfuture.com>

The Department of Defense

- This site compiles information from departments of [Commerce](#), [Education](#) and [Labor](#).

Organizations and Associations Links

- Small Business Administration: www.sba.gov
- Grand Junction Chamber of Commerce: www.gjchamber.org/index.asp
- Grand Junction Business Incubator: www.gjincubator.org
- Colorado Small Business Development Center: www.coloradosbdc.org
- National Small Business Association: www.nsba.biz
- Small Business Exporters Association of the US: www.sbea.org
- Small Business Technology Council: www.sbtc.org
- American Management Association: www.amanet.org
- American Marketing Association: www.marketingpower.com
- International Franchise Organization: www.franchise.org

Job Listings/Job Search Sites:

- Business Job Finder: www.careers-in-business.com
- NationJob: www.nationjob.com/management
- AfterCollege.com: www.aftercollege.com/job-channel/management
- Career Builder: www.careerbuilder.com
- Career Bank: www.careerbank.com
- Young Entrepreneur: www.youngentrepreneur.com
- Entrepreneur.com: www.entrepreneur.com
- All Business Small Business Advantage: www.allbusiness.com