

# Emphasis Guide: Strategy & Entrepreneurship Track

## Explore Strategy & Entrepreneurship

Make sure to make an appointment with me at [www.colorado.edu/business/careeradvising](http://www.colorado.edu/business/careeradvising) for career guidance, resume/cover letter review and internship and job search help.



Entrepreneurs and strategists excel at the single most challenging problem in business--creating value by aligning internal strengths and weaknesses with external opportunities and threats. Sometimes that involves creating entirely new companies, even entirely new industries.

Often it involves leading innovation or technology commercialization in existing businesses. Students in the Strategy and Entrepreneurship track at the Leeds School of Business develop the skills to create and lead new ventures, to restructure business models, and to build high-performing entrepreneurial teams.

To learn more about the academic requirements for this area of emphasis please visit the Leeds Information Management Track website: [www.colorado.edu/leeds/management-entrepreneurship](http://www.colorado.edu/leeds/management-entrepreneurship)

## Description of the Field

After completing the Strategy & Entrepreneurship Track, students have the confidence they need to successfully start businesses and lead companies. That could be starting your own firm, managing a family business, or buying a franchise right after your undergraduate studies or several years down the road. It could also be as a product manager, market analyst, or development team lead for an existing business. Other career opportunities include consulting practices, business incubators, and research firms in a plethora of industries.

- Consulting
- Digital Marketing
- Energy
- Entertainment/Leisure
- Financial Services
- Food and Beverage
- Clothing/Fashion
- Information Technology
- Non-Profit
- Transportation

## Top Hiring Companies

- ADP
- KeyCorp
- Deloitte Consulting
- Sovrn
- VictorOps
- Goldman Sachs
- PepsiCo
- NetApp
- Arrow Electronics
- Popsockets
- Oracle
- Gates Corporation
- Ball Corporation
- Shinessy



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## Prepare for Your Internship or Job Search

### Online Resources:

- [Resume Template for Strategy & Entrepreneurship Students](#)
- [How to write a Cover letter](#)
- [Cover Letter Examples for Strategy & Entrepreneurship Students](#)
- [Learn about the Strategy & Entrepreneurship Program at Leeds: http://www.colorado.edu/business/academic-programs/undergraduate-programs/management-entrepreneurship/strategy-entrepreneurship-track](http://www.colorado.edu/business/academic-programs/undergraduate-programs/management-entrepreneurship/strategy-entrepreneurship-track)

### Recruiting Schedule:

Most companies do not have a formal process for recruiting Strategy and Entrepreneurship Students. Consulting and the Big 4 companies recruit and hire in the fall semester, while smaller tech companies will recruit and hire year round. Internships during the summer before senior year or during senior year can potentially turn into full-time offers and are crucial for a well-rounded resume.

## Organizations to Join

### Professional:

- [Leeds Consulting Group \(http://www.colorado.edu/business/students/student-organizations/leeds-consulting-group\)](http://www.colorado.edu/business/students/student-organizations/leeds-consulting-group)
- [National Advisory Council on Innovation and Entrepreneurship \(NACIE\) \(https://www.eda.gov/oie/nacie/\)](https://www.eda.gov/oie/nacie/)
- [Startup MeetUp \(https://www.meetup.com/BoulderStartUp/\)](https://www.meetup.com/BoulderStartUp/)

### On-Campus:

- Leeds Consulting Group
- Attend Career Fairs
- Join campus clubs/groups
- Attend all info sessions/tables events with recruiters

Take a variety of classes across the management spectrum from Leadership, HR, Operations and Information Management areas. Build your communication skills by leading group projects and partaking in entrepreneurship clubs. Demonstrate Proficiency with data analysis, strategic thinking, and communicating with company decision makers.

