

# Strategy & Entrepreneurship Emphasis Guide

## Career Guide

### EXPLORE

Entrepreneurs and strategists excel at the single most challenging problems 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 & Entrepreneurship Track develop the skills to create and lead new ventures, to restructure business models, and to build high-performing entrepreneurial teams.

### Industry Overview

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 firms, managing a family business, or buying a franchise. It could also be as a product manager, market analyst, or sales rep to an existing business. Other career opportunities include consulting practices, business incubators, and research firms in a plethora of industries.



### Recruiting Timeline

#### ► Fall Semester

While there is no specific recruiting season for this major, most companies will recruit and hire during the fall semester for internships and full-time positions.

#### ► Spring Semester

Most startups recruit in the spring. Be on the lookout for positions, both internships and full-time positions, in the spring as well as the fall.

### Top Hiring Industries

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

### Additional Tips

#### Organizations to Join

- Leeds Consulting Group
- CU Startup Club
- Startup MeetUp

#### Events & Networking

- Attend Career Fairs
- Attend Meet & Greet / Office hours with employers

#### Course Electives Employers Notice

- Business Analytics
- Critical Leadership Skills
- Excel Courses

### Resources

Resume and Cover Letter Templates and Examples on [leeds.ly/CareerRoundup](https://leeds.ly/CareerRoundup)

Make an appointment with your Industry Coach today at [leeds.ly/careeradviser](https://leeds.ly/careeradviser)

Stay up to date on jobs and events at [leeds.ly/Handshake](https://leeds.ly/Handshake)

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### REQUIRED COURSES



**ESBM 3700:**  
Entrepreneurial Environments



**MGMT 4200:**  
Competitive Strategy



**ESBM 4830:**  
New Venture Creation

### CHOOSE TWO ELECTIVES

**CESR/ORGN 4430:** Corporate Boards in Action

**ESBM 4570:** Entrepreneurial Finance

**INBU 3300:** International Business and Management

**MGMT 3800:** Consulting Skills

**ORGN 3030:** Critical Leadership Skills

**ORGN 4020:** Hiring and Retaining Critical Human Resources

**ORGN 4030:** Managing Employee Reward Systems

**ORGN 4040:** Individual, Team, and Organizational Development

### REQUIRED SENIOR CAPSTONE



**MGMT 4850:**  
Senior Seminar in Management

### QUICK REMINDERS

- ▶ The Strategy & Entrepreneurship track requires a total of **18 credit hours**, or **6 courses** and can be completed in **3 semesters**.
- ▶ All courses are **3 credit hours** unless otherwise noted.
- ▶ Students must complete all **BCOR** and **BASE** classes to enroll in any Area of Emphasis classes.
- ▶ **ESBM 3700** is a prerequisite that must be completed before enrolling in **ESBM 4830**.



**Book an appointment with an advisor today!**

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