

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.

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 at leeds.ly/CareerRoundup
Make an appointment with your Industry Coach today at leeds.ly/careeradviser
Stay up to date on jobs and events at 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

ORGN 3030: Critical Leadership Skills

ESBM 4570: Entrepreneurial Finance

ORGN 4020: Hiring and Retaining Critical Human Resources

INBU 3300: International Business and Management

ORGN 4030: Managing Employee Reward Systems

MGMT 3800: Consulting Skills*

ORGN 4040: Individual, Team, and Organizational Development

MGMT 4160: Managing Growth: Entrepreneurship and High Growth Ventures

**Fall only, application required*

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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