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.

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/careeradv
Stay up to date on jobs and events at leeds.ly/Handshake
Strategy & Entrepreneurship Emphasis Guide
Career Guide

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**.

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*
- **ESBM 3700**: Entrepreneurial Environments
- **ESBM 4830**: New Venture Creation
- **MGMT 4160**: Managing Growth: Entrepreneurship and High Growth Ventures

*Fall only, application required

REQUIRED SENIOR CAPSTONE

- **MGMT 4850**: Senior Seminar in Management

Book an appointment with an advisor today!
appointments.colorado.edu

Academic Advising: colorado.edu/business/advising | leeds.ly/careeradv | leedsug@colorado.edu | 303-492-6515
Career Development Office: colorado.edu/business/career | leedscareer@colorado.edu | 303-492-1808