

## ENTREPRENEURSHIP



The Entrepreneurship Concentration prepares students who have a drive for innovation and the passion to create a new business or add value to an existing business. Students who complete the program will develop an understanding of the key management principles across business functions, and learn how they are applied in the creation and growth of new ventures. They will gain an international perspective of entrepreneurship, and the factors underlying the emergence of global startups. Students have the opportunity to gain hands-on experience of entrepreneurship by working closely with a startup or working on launching their own ventures. The program qualifies candidates to start their own business by building on a new “idea” or to join many of the entrepreneurial companies in Silicon Valley.

### What Entrepreneurship Students will Learn

Students will develop entrepreneurship-specific skills such as opportunity recognition, analyzing the feasibility of a startup idea, engaging in customer development, and constructing business models. They will also develop business skills of working in diverse, multi-disciplinary teams, persuasive communication, critical thinking, and problem solving. They will be able to apply business knowledge gained from multiple disciplines, including marketing, finance, management, and operations, to recognize, analyze, and articulate strategies for promoting creativity and innovation in the context of entrepreneurship.

## ENTREPRENEURSHIP CONCENTRATION REQUIREMENT

### Core Classes

- Introduction to Entrepreneurship
- Marketing in New Ventures
- Business Plans for New Ventures

### Elective Classes

- Global Entrepreneurship
- Entrepreneurship Lab
- Venture Lab
- Startup Founders and Funders
- Management of Innovation
- Family Business Dynamics
- Entrepreneurial Finance

## Career Opportunities in Entrepreneurship

You may launch your own business by building on a new “idea”, work for a high-growth startup, a large or small enterprise, a family business, or an early stage investment firm. The skills and competencies developed in the Entrepreneurship concentration will be invaluable for the success of any organization in the areas of business development, sales, marketing, strategy, and finance.

Potential Employers include:

- High tech startups
- Non-tech startups
- Fortune 500 companies
- Venture Capital firms
- Family businesses

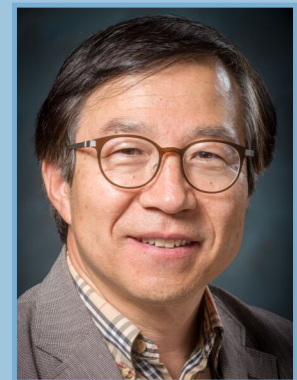
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*“My experience with the Entrepreneurship program at SJSU has been one of tremendous growth both personally and professionally. The faculty within the program truly bring a level of expertise and experience that bridges the gap between the classroom and the real world. I highly recommend this program to anyone looking to develop their skills to recognize opportunity, test the market and build their future.”*

—Shane Seiber, Entrepreneurship Student

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## Contacts



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### IDEAS (Innovation, Design, Engineering, Art, Science) Club

IDEAS is the premier student-led startup accelerator at San Jose State University. We connect students from all majors and help them begin their startups by providing them with the necessary resources and workshops that entrepreneurs need to succeed. Made by entrepreneurs. Run by entrepreneurs. For entrepreneurs.

Website: [www.ideassjsu.org](http://www.ideassjsu.org)

### Silicon Valley Center for Entrepreneurship (SVCE)

The Silicon Valley Center for Entrepreneurship (SVCE) is dedicated to nurturing and supporting entrepreneurs and *making innovation happen* through speaker events, workshops, two annual competitions, the ZinnStarter Accelerator Program, and collaborative partnerships to provide aspiring entrepreneurs the tools to turn their ideas into reality. The SVCE undertakes research that is valuable to entrepreneurs and that informs curriculum.

Website: <http://www.sjsu.edu/svce/>