**WHY SHOULD YOU STUDY ENTREPRENEURSHIP?**

**GREAT** concentration for students with a willingness to experiment, that learn quickly, and like to manage risk.

Entrepreneurship graduates are prepared for a variety of career paths: launching their own startup, tackling fast-paced positions, leading a small business, or bringing INNOVATIVE LEADERSHIP to corporate positions.

Entrepreneurs have a deep understanding of business management practices and always look for ways to create ECONOMIC and SOCIAL VALUE.

Develops EMERGING LEADERS who generate innovative solutions to real-world problems.

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**WHAT KIND OF JOBS ARE THERE?**

**Professor** SALES MANAGER
Business Advisor Researcher
Investor BUSINESS ANALYST
Network Administrator MARKETING ADMINISTRATOR
Cost Estimator General Manager
Account Executive Marketing Manager Business Owner
VENTURE CAPITALIST
Financial Planner FRANCHISER
Strategy Development Chief Executive Officer Investor
PRODUCT MANAGER Entrepreneur
Public Relations and Marketing Specialist
BUSINESS DEVELOPMENT Planner
Business Consultant EVENT COORDINATOR
Real Estate

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**WHY ARE ENTR STUDENTS IN SUCH DEMAND?**

An entrepreneurship student will focus on developing knowledge, skills, and understanding of how an innovative and creative idea, product, or process can be used to form a new and successful business or to help an existing firm to grow and expand.

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**$ $ $ $ BASED ON EXPERIENCE**

- **SALES ASSISTANT**
- **PR SPECIALIST**
- **COST ESTIMATOR**
- **GENERAL MANAGER**
- **MARKETING MANAGER**
- **BUSINESS CONSULTANT**

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**WHY CSUEB?**

The Department of Marketing is committed to providing a quality curriculum in marketing and entrepreneurship. Our goal is to prepare our graduates with a set of knowledge, skills, experiences, and qualities that are relevant to the changing requirements of employers in marketing. We strive to engage in continuous learning to equip our graduates in a globally competitive business environment.

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**CONTACT INFORMATION**

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