

ENTREPRENEURSHIP CONCENTRATION

OVERVIEW

Entrepreneurship is one of the fastest-growing areas of business, and one of the major directions of management education. The Entrepreneurship concentration allows students to develop skills in entrepreneurial innovation and action, effective communication, capitalizing on opportunities, and new business creation and growth. Interdisciplinary electives let students focus on e-commerce, international venturing, operational innovation, or starting their own company with mentoring from successful entrepreneurs. All Management majors are required to complete at least one concentration; the Entrepreneurship concentration is one of nine current options.

CAREER PATH

Students who complete their Bachelor's degree with a concentration in Leadership and Organizational Change are positioned well for entry-level managerial positions in the financial, biotechnology, high tech, non-profit, computer and telecommunications industries, as well as in education, insurance, and healthcare. Recent graduates of the program work as account executives, human resource managers, consultants, recruiters, and retail managers, and several have started their own firms .

CONCENTRATION REQUIREMENTS

Five courses to complete concentration (15 credits)

TWO REQUIRED COURSES:

MGT 470 Entrepreneurship
MKT 465 Entrepreneurship Sales & Marketing

SELECT THREE ELECTIVES:

BC 298 Presentation Skills for Business
IT 370 Business Intelligence
MGT 434 Managing in the Global Economy
MGT 469 Entrepreneurship Practicum
MKT 409 CRM: Customer Relationship Management
MKT 441 Social Media and E-Services
SCSM 454L Supply Chain Management

“Taking entrepreneurship classes at UMass Boston has encouraged me to start an online vintage clothing store. I am incredibly proud of my development and growth during this process, and I hope to open a brick-and-mortar store in the long term. Entrepreneurship encourages me to turn my ideas into reality and pushes my creative energy into developing something meaningful.”

Emily Szeto, 3YD Student, Class of 2021