

# Entrepreneurship

*You're energetic, self-motivated, creative, and focused. For you, tomorrow is filled with opportunity. You already have the entrepreneurial spirit.*

At the College of Business, we understand that an entrepreneurial spirit can be important in any occupation, and we bring this perspective to every class we teach. In addition, if you want to more fully prepare yourself for an entrepreneurial future, you will want to consider the entrepreneurship curriculum.

Through the entrepreneurship curriculum, you will learn to recognize and develop opportunities in both profit businesses and not-for-profit organizations. Yes, the curriculum demands much from its students. But it delivers a creative, multi-disciplinary approach that focuses on the





needs of entrepreneurial ventures. It integrates technology, marketing, operations, finance, and strategic management. Courses are taught by faculty well-versed in entrepreneurial ventures through their own business experiences and related research.

We know you learn best by doing, so the College of Business offers numerous experiential learning opportunities within the entrepreneurship track. The Austin Entrepreneurship Program hosts speakers and competitions and offers opportunities to work on business plans using OSU intellectual property. The Students in Free Enterprise organization offers a variety of hands-on activities, which also contribute to your entrepreneurial growth. The Close to the Customer Project provides interns a chance to learn and hone their market research and client relations skills.

By the time you graduate, you will be ready to visualize, lead, and directly contribute to new business development initiatives within both large and small innovative organizations, including family-owned businesses. And, of course, you will know how to start your own business.

***Go innovate.***