

# Entrepreneurship

**SPEARS SCHOOL OF BUSINESS OKLAHOMA STATE UNIVERSITY**

Undergraduate Program | Bachelor of Science in Business Administration

## Internship Spotlight



### Brittney Melton's story

GRADUATION DATE **December 2011**

MAJOR **Entrepreneurship** MINOR **Marketing**

JOB TITLE **Sustainability Analyst, Sustainalytics, Boston, Mass.**

In today's increasingly competitive business environment, the ability to think outside of the box is essential. Even as a young girl, Brittney Melton understood this fact, and that's why she chose to major in entrepreneurship the instant it was available

at Oklahoma State University.

"Entrepreneurship was not available my freshman year, so I started out majoring in management with an entrepreneurship option and hoped the full degree would come soon," Brittney said.

"When it became available, it also came with an entire department filled with passionate, driven students and faculty.

"The best part of this degree is that we are taught the whole picture of a company. The professors teach you what everyone else learns about the rules of business, but then they show you how to break outside of those rules in order to create value, however value manifests for you."

For Brittney, value has manifested in the rapidly developing field of sustainability. She is currently working as a sustainability analyst intern for Sustainalytics in Boston. In her position, Brittney is responsible for developing and updating company profiles within Sustainalytics' index; these profiles analyze a company's performance on environmental, social and corporate governance issues. Sustainalytics' clients are socially responsible investment firms, so they use the profiles Brittney creates to better allocate their money.

"The most appealing part of this work is my exposure to over 50 industries' progress on sustainable development," Brittney said. "To me, entrepreneurship and sustainability are the right things to do, and the combination of the two is even more powerful—if you can do good and make money, you should be doing it."

Brittney said she would encourage new students to get involved in interactive student organizations. Currently, Brittney is the vice president of operations for OSU's Entrepreneurship Club, and last year she was president of ECO-OSU, the university's environmental awareness group.

"Finding groups that support your ideals and challenge your assumptions is absolutely imperative in preparing you for professional opportunities," Brittney said. "Your network is your net worth. Get involved, and don't be scared to push the limits."

## Why Entrepreneurship?

The business landscape has been dramatically transformed over the past two decades and the key to success in business is increasingly tied to entrepreneurship. The School of Entrepreneurship will prepare you for leadership roles through emphasis on entrepreneurial competencies. The program helps develop entrepreneurial leaders who can build and develop new ventures, social enterprises, growth companies, family firms and corporate enterprises. You will learn to recognize and assess opportunity, solve problems creatively, leverage resources, manage risks, think as a guerrilla, utilize networks and create something from nothing.

Completion of this degree requires 120 hours of undergraduate course work. You will be exposed to a wide range of courses, as OSU offers the most comprehensive entrepreneurship curriculum in the country. Students are able to develop special interest areas within entrepreneurship, such as high-tech entrepreneurship, social and nonprofit entrepreneurship, or corporate entrepreneurship. For students interested in double majors or minors, the entrepreneurship degree is designed to complement any other area of interest, from marketing to art to agriculture. A minor in entrepreneurship also is available for both business students and nonbusiness students.

## Student organizations

The School of Entrepreneurship is home to the Entrepreneurship Club, which is an organization where students can develop their entrepreneurial potential, share their dreams, and collaborate on creative projects. For its dedication to its students, the Spears School E-Club was ranked ninth in the world in the list of the Top 20 University Entrepreneurship Clubs recently released by FledgeWing®.

## Experiential learning, internships and study abroad

At the core of our unique approach is experiential learning. You will have opportunities to develop business models, write business plans, conduct entrepreneurial audits, develop marketing inventions, complete small business consulting projects and much more. The Cowboy Hatchery is a place where students can start ventures while in school. The Riata Entrepreneurial Internship Program is a competitive opportunity for you to earn credit and money while interning in a high-growth entrepreneurial company. Another opportunity is Entrepreneurial Empowerment in South Africa, where 25 students spend six weeks each summer working with disadvantaged entrepreneurs in South Africa. Other great internship and job opportunities can be found at the Hire OSU Grads Web site, [www.hireosugrads.com](http://www.hireosugrads.com).



### School of Entrepreneurship

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# Career Spotlight



## Matt Villarreal's Story

GRADUATION DATE **May 2011**

MAJOR **Entrepreneurship**

JOB TITLE **Chief Executive Officer, CleanNG LLC,  
Stillwater, Oklahoma**

Being the CEO of a promising company is something most people can only dream about. Achieving this position before graduating from college is even more unheard of; it's something most of us would consider only in our wildest dreams. Spears School alumnus Matt Villarreal, however, gets to live this dream every day.

Matt is the CEO and product development lead for CleanNG, an innovator of advanced performance products for natural gas vehicles. In his position, Matt manages his employees and makes decisions regarding company and product strategy. Currently, Matt is working to complete and launch CleanNG's MagmaCel fuel storage system.

"The challenge of the position is most enjoyable to me, as well as the ability to lead others," Matt said. "It took three years of concept development for us to get to this point with the company, and we're really excited to launch our new product."

Matt said he attributes much of his current success to his education from the Spears School of Business's School of Entrepreneurship.

"I chose to major in entrepreneurship because the principals and philosophy of entrepreneurship will be applicable no matter what field I may decide to work in," Matt said. "My professors taught me that if you have a good idea, you can turn it into a reality. All it takes is hard work, persistence and a little luck."

Not only did Matt's professors encourage him to work hard in the classroom, they also pushed him to turn his idea for CleanNG into a company and helped him get start up money for his venture. In the 2011 Riata Business Plan Competition, Matt and his team beat out almost 100 other teams to earn second place and \$10,000 to help launch CleanNG.

To new students, Matt recommends getting involved on campus as early as possible.

"Join student organizations and clubs, and attend as many events as possible," Matt said. "Also, internships are very rewarding. They really allow you to see what it is like to work in a given field before actually taking a full time position."

Finally, Matt said participating in a study abroad program is particularly worthwhile. He spent six weeks in Cape Town, South Africa, helping entrepreneurs in historically disadvantaged areas.

"Too many people stick to their own little local bubbles," Matt said. "In the information age, those who have a global perspective will prosper."

Matt certainly seems to be prospering. If you would also like to prosper in a similar career, contact the School of Entrepreneurship today!

## CIE living and learning community

The Creativity, Innovation and Entrepreneurship (CIE) community is a residence-based Living and Learning Community designed for students who see themselves as agents of change in the arts and sciences, commercial activities, technology or social engagements. The CIE community creates an environment for student immersion in creative and entrepreneurial endeavors through collaborations and activities that channel their entrepreneurial potential into all facets of their lives and the greater OSU community.

## Entrepreneurship career areas

### New venture creation

- Many students start their own ventures within five years of graduating.

### Social entrepreneurship

- A very popular route is to work as a manager in a nonprofit organization and eventually start your own social enterprise.

### Family business management

- An impressive number of students come from a family in which there is a business that the student takes over one day.

### High growth firm

- Some students do not want to start firms, but instead want to be part of high-growth companies from the early stages.

### Corporate entrepreneurship

- OSU students sometimes prefer to bring an entrepreneurial perspective and approach as managers in larger, established firms.

### Entrepreneurship within a profession

- Entrepreneurship attracts students from across academic disciplines—artists, dancers, engineers, chemists, architects, farmers and other professions.

## Career resources for entrepreneurship majors

A few helpful Web sites and professional associations for EEE students include:

Links

...[entrepreneurship.okstate.edu/nr/useful](http://entrepreneurship.okstate.edu/nr/useful) OSU

Career Services .....[hireosugrads.com](http://hireosugrads.com)

Startup Nation ..... [startupnation.org](http://startupnation.org)

Oklahoma Experimental Program to Stimulate Competitive Research .....[okepscor.org](http://okepscor.org)

Entrepreneur..... [entrepreneur.com](http://entrepreneur.com)

U.S. Association for Small Business and Entrepreneurship .[usasbe.org](http://usasbe.org)

Green Careers Guide.....[jobtargets.com](http://jobtargets.com)

## Spears School of Business Career Services

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