

# CAREER Mapping

## TECHNICAL SKILLS:

Critical thinking  
Creativity  
Resourceful  
Risk tolerance  
Cash-flow management  
Negotiation  
Logistics  
Financial planning and forecasting  
Solution mindset  
Business plan development  
Economic Analysis  
Project Management

## POSSIBLE INDUSTRIES

Energy  
Hospitality  
Manufacturing  
Healthcare  
Agriculture  
Retail  
Transportation  
Gaming  
Technology  
Non-profits

## CAREER COMPETENCIES:

Customer Focus  
Manages Ambiguity  
Being Resilient  
Drives vision and purpose  
Business Insight  
Communicates effectively  
Manages Complexity  
Cultivates innovation  
Builds networks  
Ensures Accountability



## DAY IN THE LIFE/TYPE OF WORK

Entrepreneurs must be comfortable with a lack of structure and stability, counting on self-motivation and determination to accomplish their goals. In most situations, entrepreneurs wear many hats, understanding and performing all aspects of starting and running a business, at least in the early stages. This means they must possess a thorough understanding of the big picture of their organization, while also being able to also execute details in all areas, including product knowledge, research and development, marketing, finances, and logistics. Entrepreneurs typically invest large amounts of time taking an idea, building a business plan, and executing that plan, while exercising flexibility, determination, and creative problem solving.

## ENTREPRENEURSHIP

### WHERE ENTREPRENEURSHIP FITS IN THE WORLD

Where the average person might see roadblocks, entrepreneurs see possibilities and solutions. From startups to family businesses, to product development and corporate innovation, entrepreneurs are able to develop a vision and work to see that vision become a reality. Entrepreneurship is generally characterized by innovation, investment, and a strategy that supports sustainable growth. Entrepreneurs tend to be comfortable with taking risks and working hard to execute a vision. They create change and advancement in business, and drive growth and innovation within our world.

## ENTREPRENEURSHIP CAREER PROGRESSIONS

Salary data pulled in January 2020 from salary.com using Oklahoma City averages and national averages in parenthesis.

### ENTRY LEVEL ENTREPRENEURSHIP PROFESSIONALS

FRANCHISE DEVELOPMENT COORDINATOR \$65,900 (\$69,400)	PROGRAM ASSOCIATE \$43,229 (\$45,585*)
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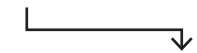
### JUNIOR LEVEL ENTREPRENEURSHIP PROFESSIONALS

FRANCHISE CONSULTANT \$70,305 (\$74,138)	NEW PRODUCT BRAND ANALYST \$71,880 (\$75,940)
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### SENIOR LEVEL ENTREPRENEURSHIP PROFESSIONALS

MANAGER RETAIL FRANCHISE DEVELOPMENT \$113,100 (\$119,260)	PRODUCT SPECIALIST \$83,520 (\$88,073)
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SUBJECT MATTER EXPERT  
CAREER PATH

PRODUCT BRAND MANAGER  
\$103,783 (\$109,443)

### SAMPLE ENTRY LEVEL JOB TITLES

Banker  
Commercial Loan Officer  
Financial Analyst  
Financial Associate  
Financial Auditor  
Fraud Examiner

Investment Banking Analyst  
Investment Underwriter  
Junior Finance Analyst  
Junior Tax Associate  
Personal Financial Advisor  
Risk Management Specialist





## POTENTIAL EMPLOYER SAMPLE

- |                               |                                    |
|-------------------------------|------------------------------------|
| ABInBev                       | K&D's Wood Refinishing             |
| Baptist Collegiate Ministry   | Limitless Marketing                |
| Blaine Stone Lodge Venue      | MedInsight at Milliman             |
| Bradley-Morris, Inc.          | Nordstrom                          |
| Bridgestone Retail Operations | PFSweb                             |
| Bridgeway Testing, LLC        | Providence Title                   |
| Build Zoom                    | Red Bull                           |
| Cerner                        | Republic National Distributing Co. |
| CH Robinson                   | Scarpa Restaurant Concepts - MST   |
| EbenGroup                     | Cherry Street                      |
| Encore Enterprises            | Shaw Resources                     |
| Farmer's Insurance            | Trident Construction               |
| Ferguson Enterprises          | TUPPS Brewery                      |
| Hertz                         | Worldwide Express                  |
| Hoboken Coffee Roasters       | ZeOmega                            |
| InterWorks                    |                                    |

## SUPPORT SERVICES

- |                     |                             |
|---------------------|-----------------------------|
| Riata Center        | Meridian Incubator          |
| One Million Cups    | National Science Foundation |
| 36 Degrees North    | I-Corps                     |
| Cowboy Technologies |                             |

## PROFESSIONAL ORGANIZATIONS

Young Entrepreneur Council  
<https://yec.co/>

Small Business Administration  
<https://www.sba.gov/>

Collegiate Entrepreneurs' Organization  
<https://www.c-e-o.org/default.aspx>

## STUDENT/OKLAHOMA STATE UNIVERSITY ORGANIZATIONS

Oklahoma State University Entrepreneurship Club  
<https://campuslink.okstate.edu/organization/collegiate-entrepreneurs-organization->

## CAREER RESOURCES FOR ENTREPRENEURSHIP

### Job Search Key Terms:

- New venture creation
- For-profit or not-for-profit
- social venture
- New business development
- R&D division of an established firm
- Family business management
- Franchise organization

- Social Entrepreneur
- New Product Development
- Innovation in startups
- Business Strategy
- Organization Design
- Organizational Behavior
- Business Models
- Business-To-Business
- Business Incubator

**The entrepreneurship failure rate has never been lower, with only 22.5% of businesses closing after a year.**

### JOB RESOURCES

- Flex Jobs  
[flexjobs.com](http://flexjobs.com)
- Entrepreneur  
[entrepreneur.com](http://entrepreneur.com)
- Entrepreneurship Resource  
[entrepreneurship.org](http://entrepreneurship.org)
- U.S. Association for Small Business and Entrepreneurship  
[usabe.org](http://usabe.org)
- Indeed  
[indeed.com](http://indeed.com)



In 2016, there were **25 MILLION** Americans who were starting or already running their own business.

