

ENTREPRENEURSHIP

Bachelor of Science in Business Administration

Undergraduate Program

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.

Internships

Spears School encourages participation in internship opportunities prior to graduation to gain work experience, improve your competitiveness in the labor market, and discover through real world experience whether the career you are pursuing is a good fit. One of the best places you can find internships and begin interacting with employers is through the OSU Career Services website, hireosugrads.com.

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.

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. Other great internship and job opportunities can be found at the Hire OSU Grads Web site, www.hireosugrads.com.

INTERNSHIP SPOTLIGHT

Lauren Gurley



MAY 2013 GRADUATE

Entrepreneurship and Marketing

Riata Intern with Shoaib Shaikh, XploSafe

Business Consultant

Briefly describe your role and responsibilities as an intern.

When I participated in this internship I completed several tasks in the process of developing a marketing and sales plan for a chemical safety and explosive detection company called XploSafe. I determined the economics of hiring a sales manager, created a diagram of existing product lines and the products within each line and evaluated the efficiency of the marketing/sales efforts currently implemented in these product lines, identified how to best generate repeat customers, reviewed and updated the approach to sales efforts and create weekly objectives, and classified which product can make the most revenue in the shortest period of time and quantity generating intended profit. I enjoyed getting real professional work experience before graduation and being able to apply my skill sets learned in school to an actual career.

What did your internship teach you about this career field?

Being an Entrepreneurship major, I knew there would be a lot of unexpected trials and speed bumps while starting and maintaining a business; little did I know that Shoaib Shaikh (the CEO of XploSafe) had a lot more to teach me about all the different aspects that went into starting a venture as well as maintaining an innovative edge throughout the life of the business.

What impacted your selection of a dual major?

Marketing is my passion, the sales and promotional side of the school has always appealed to me. While going through the course requirements for Marketing, I ran into the Introduction to Entrepreneurship course, and decided to look into the program a little deeper; which ended up leading to another major.

What class best prepared you for the job?

The class that most prepared me for the consulting position with XploSafe is led by Tom Westbrook; it's called Imagination in Entrepreneurship. If not for this class I would not have stepped out of the "school bubble" and tried something like the Riata Internship Program. Dr. Westbrook taught us to pick up something we would never pick up otherwise and try it out, so I did! I fell in love with his concepts regarding creative thinking, applying this to XploSafe's marketing and sales plan paid off and ultimately influenced my career.

What about your academic program or training proved valuable in facilitating your career development or attainment of professional opportunities?

Along with the internship with XploSafe, I participated in a Chevrolet Campus Promotions Campaign Program through Dr. Marlys Mason's Managerial Marketing course which involved an internship via Edventure Partners. This increased my management skills as I led a group of 16 students over advertising, public relations, finance, reports and presentations, and campaign development and implementation to achieve client goals. This also increased my interest in promotions which has proved helpful at the company I am currently employed with, Hilti North America.

Is there anything else you could share with students considering this area of study that will encourage success or allow them to maximize their collegiate career?

Being a double major and working two jobs doesn't exactly leave a whole lot of time for fun, but I wouldn't do anything differently. I participated heavily in my business classes and they really help in my career with Hilti. I strongly suggest participating in internships, they are a great transition into the professional career environment that you're going to be jumping into, and it's an excellent way to stick your foot in the door with employers!

SCHOOL OF ENTREPRENEURSHIP

CAREER SPOTLIGHT

Ray Grandoit



MAY 2013 GRADUATE

Entrepreneurship
Ray Grand Apparel
President

Briefly describe your business venture including the inspiration for starting your own business.

The most important responsibility of being your own boss is discipline. The ability to manage suppliers, contractors, and customers' needs can be challenging. The secret is to listen, understand the consumer and vendor's needs. Once establishing the preferences, perfect execution is our goal every time!

Ray Grand Apparel specializes in designing and developing custom apparel branding that will emphasize the message of your organization. We have enabled many student organizations on campus, as well as large organizations across the country to differentiate and grow their brands/initiatives. Unlike other services that you may work with, we consult with you during design thereby increasing your options and maximizing the return for your time and resources.

When you were choosing a major, what factored into your selection?

When choosing a major, I wanted a challenge. Entrepreneurship forces one to think outside the box. This major promotes dreams, hard work to learn, grow and change. With this major my skills are more refined and polished. There is a constant learning curve and push to accomplish objectives that I set for company and myself! It is a never give up attitude. The growth and striving for excellence never stops!

What classes best prepared you for this role?

The best courses that I have taken and still utilize the information I learned were:

- Imagination
- Entrepreneurial Marketing

What about your academic program or training proved valuable in facilitating your career development or attainment of professional opportunities?

The School of Entrepreneurship and the Riata Center for Entrepreneurship were the catalyst that I needed to further progress the venture. Ray Grand Apparel was accepted as a student business in the Cowboy Idea Hatchery, a student business incubator operated by the Riata Center. I progressed well and within a year completed a detailed business plan and expanded this business model to include the B2B segment by providing products and services to established businesses. The resources and mentors available through the school helped me devise a model that was robust and adaptable so I could successfully operate my business remotely.

Please highlight any extracurricular activities that were a meaningful part of your collegiate experience and what they taught you.

The greatest highlight in college was being a part of the Riata Business Plan competition. This process taught me time management, teamwork and finding and obtaining knowledge. This competition entailed writing a full business plan with \$40,000 dollars in cash prizes! My goal was to win this competition while being a full-time student; this was going to be a challenge! Unfortunately, we did not win the competition, but we did gain great feedback on the venture and the written business plan. The company was awarded the Dreamer and Doer Award, which exemplifies courage to apply and execute one's dreams!

Is there anything else you could share with students considering this area of study that will encourage success or allow them to maximize their collegiate career?

Everybody has the entrepreneurial spirit, exploring these ideas and creating is a process that one will value and appreciate deeply in one's life forever.

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

OSU Career Services hireosugrads.com

Flex Jobs flexjobs.com

Startup Nation startupnation.org

Intern Match internmatch.com

Entrepreneur entrepreneur.com

Entrepreneurship Resource entrepreneurship.org

U.S. Association for Small Business and Entrepreneurship usasbe.org

OSU School of Entrepreneurship Helpful Links entrepreneurship.okstate.edu/enews/useful/

CAREER SERVICES

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