Entrepreneurial Leadership, BA

BAENTLBA

Program Description

The BA program in entrepreneurial leadership prepares students to start, lead and manage entrepreneurial organizations for long-term success.

This program develops entrepreneurial-minded leaders who can effectively manage the value-creation process of existing small and medium-sized businesses, as well as manage new ventures. Students, through their coursework and internship opportunities, become leaders by developing a broad entrepreneurial mindset and leadership style that enables them to seize entrepreneurial opportunities. They can also develop and nurture those entrepreneurial opportunities within their organizations through the effective communication, team building, critical thinking and problem-solving skills learned in this program.

At a Glance

- **College/School:** [W. P. Carey School of Business](#)
- **Location:** [West](#)
- **Additional Program Fee:** No
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 117 - College Algebra
- **Math Intensity:** Moderate

Required Courses (Major Map)

[2023 - 2024 Major Map](#)

[Major Map (Archives)](#)
Concurrent Program Options

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Admission Requirements

General University Admission Requirements:
All students are required to meet general university admission requirements.

First-year | Transfer | International | Readmission

Tuition Information

When it comes to paying for college, everyone's situation is different. Students can learn about ASU tuition and financial aid options to find out which will work best for them.

Change of Major Requirements

A current ASU student has no additional requirements for changing majors. Students ready to change their major should submit their request through the Advising SOS platform.

Students should visit the Change of Major form for information about how to change a major to this program.

Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASU® to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey.

Global Opportunities

Global Experience
As globalization continues to impact the way business functions, study abroad programs provide students valuable skills employers are looking for, including communication and interpersonal skills, flexibility, motivation and a global perspective on business applications worldwide.
Business students can study abroad nearly anywhere in the world and gain valuable internship experience in many global business hubs, like Australia, Germany, England, Singapore, China, and the United Arab Emirates.

The W. P. Carey School of Business recommends these study abroad programs for students majoring in entrepreneurial leadership.

## Career Opportunities

Graduates possess a broad foundation in business as well as a focus on starting, leading and managing entrepreneurial organizations. This suggests multiple career paths, including working in entrepreneurial-minded roles in already existing organizations as well as starting or joining new ventures and small businesses of all types.

Career example titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience, geographical location, and required advanced degrees or certifications may affect pay scales.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Service Manager</td>
<td></td>
<td>$61,370</td>
</tr>
<tr>
<td>Employee Training Manager</td>
<td>6.5%</td>
<td>$120,000</td>
</tr>
<tr>
<td>Human Resources Manager</td>
<td>5.2%</td>
<td>$130,000</td>
</tr>
<tr>
<td>Marketing Associate</td>
<td>1.9%</td>
<td>$127,830</td>
</tr>
<tr>
<td>Office Manager</td>
<td>5.6%</td>
<td>$103,330</td>
</tr>
<tr>
<td>Product Marketing and Promotions Manager</td>
<td>4.0%</td>
<td>$34,770</td>
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<tr>
<td>Purchasing Agent</td>
<td></td>
<td>$67,620</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>4.0%</td>
<td>$130,600</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

☀ Bright Outlook

## Contact Information

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