

# Technological Entrepreneurship and Management, BS

TSTEMBS

## Program description

The BS program in technological entrepreneurship and management brings a STEAM (science, technology, engineering, arts and mathematics) focus to coursework in order to prepare students to address social and corporate issues that can impact and change the world. Students learn to create, launch and improve technology-based products, services and ventures and to identify and solve open-ended problems using engineering and technological approaches.

After completing this program, students should be able to demonstrate the ability to identify, analyze and synthesize information to address and solve use-inspired, open-ended problems, assessing their impact on social, cultural and economic environments; formulate methodologies to advance the knowledge of entrepreneurship and innovation; launch technology-based products and services from idea generation through actualization; use quantitative and qualitative methods to demonstrate continuous improvement of products, services and processes; and utilize a systems approach for the effective design and improvement of entrepreneurial and innovation ventures.

This major is eligible for the Western Undergraduate Exchange program at the following location: Polytechnic campus. Students from Western states who select this major and campus may be eligible for reduced nonresident tuition at a rate of 150% of Arizona resident tuition plus all applicable fees. Students should click the link for more information and eligibility requirements of [the WUE program](#).

## At a glance

- **College/School:** [Ira A. Fulton Schools of Engineering](#)
- **Location:** [Polytechnic](#) [WUE](#) or [Online](#), [ASU Local](#)
- **Second language requirement:** No
- **First required math course:** MAT 210 - Brief Calculus

- **Math intensity:** Moderate 

## Required courses (Major Map)

[2024 - 2025 Major Map \(on-campus\)](#)

[2024 - 2025 Major Map \(online\)](#)

[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.

## Accelerated program options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an **accelerated bachelor's plus master's degree** with:

[Applied Leadership and Management, MALM](#)

[Global Management, MGM](#)

[Global Technology and Development, MS](#)

[Leadership and Management, MLM](#)

[Technology \(Management of Technology\), MSTech](#)

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program. Interested students can learn about eligibility requirements and [how to apply](#).

## 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 higher education, 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 must have a minimum cumulative ASU GPA of 2.00.

Students should visit the [Change of Major form](#) for information about how to change a major to this program.

## Attend online

### ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may [view the program's ASU Online page](#) for program descriptions and to request more information.

### ASU Local

It is now possible to earn an ASU degree with [ASU Local](#), an integrated college experience in which students take advantage of in-person success coaching and programming experiences on site while completing one of 130+ undergraduate online degree programs, all of which come with online faculty interaction and tutoring support.

## 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.

## Program learning outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Implement venture management of technology, management of processes, and management of human capital.
- Demonstrate proficiency in collaborating with diverse team members through a professional team presentation that conveys innovation improvements for businesses or organizations.
- Apply systems thinking, data-driven decision making, and research to optimize decision(s) to solve complex problems for a variety of industries/organizations.
- Demonstrate proficiency in critical thinking by developing a strategic management plan that includes analysis of issues, assumptions, evidence, and implications.
- Demonstrate proficiency in navigating the intersection of technology management and engineering through management of a creative engineering solution to innovate a new product or process.

# Global opportunities

## Global experience

With more than 300 [Global Education program opportunities](#) available to them, technological entrepreneurship and management students are able to tailor their experience to their unique interests and skill sets. Whether in a foreign country, in the U.S. or online, students build communication skills, learn to adapt and persevere, and are exposed to research and internships across the world, increasing their professional network.

## Career opportunities

Graduates of the technological entrepreneurship and management program possess a range of skills that are needed to develop and innovate products and services that meet corporate and social demands.

Graduates are prepared for a wide variety of career possibilities, including technology-based entrepreneurship, product development, consulting, venture capital analysis, business development, market analysis and technology marketing.

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
<a href="#"><u>CEO</u></a>		\$189,520
<a href="#"><u>Compliance Manager</u></a>	3.3%	\$128,620
<a href="#"><u>General Manager (GM)</u></a> ☀	4.2%	\$98,100
<a href="#"><u>Marketing Associate</u></a>	1.9%	\$127,830
<a href="#"><u>Marketing Manager</u></a> ☀	6.6%	\$140,040
<a href="#"><u>Office Manager</u></a> ☀	5.6%	\$103,330
<a href="#"><u>Quality Control Manager</u></a>	1.6%	\$107,560
<a href="#"><u>Sales Manager</u></a>	4.0%	\$130,600
<a href="#"><u>Social Services Director</u></a> ☀	9.1%	\$74,240

\* 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

