

ENTREPRENEURSHIP



Entrepreneurship at Drexel

Drexel offers students interested in the Entrepreneurship concentration two degree options: a Bachelor's in Business Administration or a Bachelor's in Business and Engineering. Entrepreneurs and the new ventures they create fuel the economy. A thriving population of new business leaders is essential to progress, because entrepreneurs recognize market opportunities that others fail to see. Drexel's tradition of technological excellence and innovation offers a distinctive interdisciplinary entrepreneurship curriculum.

The program is designed for students interested in starting their own ventures, working for start-up companies, or pursuing jobs with large corporations and consulting firms that may involve launching new business units or joint enterprises and creating strategic alliances. Students study and work at Drexel's Baiada Center for Entrepreneurship in Technology as part of the program.

Drexel Co-op for Entrepreneurship

A key part of the program is Drexel's prestigious co-operative education program, where students alternate periods of classroom study with periods of professional work experience. Entrepreneurship students can choose from the following:

- Three Co-op Option (Five Years): includes three six-month periods of full-time employment
- One Co-op Option (Four Years): includes one six-month period of full-time employment

A Few Drexel Co-op Position Titles

- Business Analyst
- Merchandising Coordinator
- Strategic Marketing Intern
- Vendor Disbursement Assistant

Employers

Here are some of the companies that have hired Drexel students as co-op or full-time employees:

- ARAMARK Corporation
- BlackRock, Inc.
- Delaware Investments
- UGI Corporation/AmeriGas

Potential Careers

Business Planner. Devises business plans that help obtain financing for start-up companies or new business units of existing corporations. Presents an overview of the business, describes its operations and products, analyzes its potential market and competition, outlines pricing and sales information, provides background information on key constituents, and includes a financial plan.

Entrepreneur. Develops ideas for new ventures, assembles the necessary financing (frequently their own money), builds the organizational and legal structure, hires employees, and often directs operations.

Business Development Manager. Manages current business and identifies and directs new business and product opportunities for an organization. Often develops strategic plans to help the organization expand, directs promotion and marketing efforts, and meets with clients to ascertain their needs and constraints.

Courses You'll Really Enjoy

Business Planning for Entrepreneurs. Students learn how to prepare a comprehensive strategy for launching a new business. The vehicle for achieving this is the preparation of a start-up business plan based on a selected opportunity.

New Product Development. Analyzes the process of discovering new product opportunities and developing ideas that are strategically sound. Covers demand analysis, futuristics, new product strategy, creativity techniques, product evaluation, interacting with research and development departments, and developing a marketing plan.

Technology Management. Focuses on innovation and change, particularly how new technologies create entrepreneurial opportunities. Examines how industries and firms are transformed by new technologies and what factors affect breakthroughs.

Learn More: University Catalog

Detailed course descriptions can be found online at www.drexel.edu/catalog.

Accelerated Degree Options

Accelerated degree programs, such as the BS/MD, BS/PhD in Engineering, BS/JD, and BS/MBA, enable academically qualified students to earn both a bachelor's and an advanced degree, graduating sooner than they would in traditional programs. Eligible students can be admitted to an accelerated degree program in one of two ways: apply as an incoming freshman through Undergraduate Admissions or apply to the Office of Graduate Studies after completing a minimum of 90 credits. To learn more about accelerated degree options, visit www.drexel.edu/em/ug/accelerated.

For More Information

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