

# WHAT CAN I DO WITH MY MAJOR?

## BSBA: ENTREPRENEURSHIP

Entrepreneurship involves developing innovative business ideas, creating business plans, and launching new ventures. It integrates strategic planning, market analysis, and financial management to drive business growth and sustainability, ensuring the ability to capitalize on new opportunities and adapt to market changes.

### COMMON JOB TITLES

\* additional education or certification required post graduation

#### ENTRY & MID LEVEL POSITIONS

Business Development Associate  
Startup Consultant  
Marketing Coordinator  
Product Manager  
Operations Manager  
CEO

E-commerce Specialist  
Social Media Coordinator  
Business Owner  
Sales Manager  
Venture Capital Analyst  
Founder

### AREAS OF EMPLOYMENT: WHERE DO BUSINESS ADMINISTRATION: ENTREPRENEURSHIP MAJORS TYPICALLY WORK?

Technology Companies: Hudl, Spreetail, Flywheel

Corporations: Kiewit Corporation, Union Pacific, Nelnet

College & Universities: UNO, UNL, Creighton University

Self-Employed

Consulting Firms: McGladrey LLP, Olsson, Deloitte

Financial Institutions: FNBO, Mutual of Omaha, WoodmenLife

Small Businesses

Government: NE Dept. of Economic Development, Omaha Small Business Network

Startup Incubators & Accelerators: NMotion, The Startup Collaborative, FUSE Coworking

Innovation Hubs: UNO Center for Innovation, Nebraska Global, Prosper Omaha

Nonprofit Organizations: YMCA, The Red Cross, Open Door Mission

Private Equity Firms: City + Ventures, McCarthy Capital, SilverStone Group

Real Estate Companies: Berkshire Hathaway, NP Dodge, PJ Morgan

Marketing & Advertising Agencies: Sleight Advertising, Emspace Group, SKAR

### IMPORTANT QUALITIES:

#### Transferable Skills Gained:

Strategic Thinking  
Problem-Solving Skills  
Relationship Building  
Leadership  
Communication Skills

#### Concrete Skills Gained:

Microsoft Excel  
SurveyMonkey  
Google Ads/Facebook Ads  
Microsoft Project  
Adobe Creative

### HOW TO DEVELOP YOUR SKILLS :

Get involved in the **UNO Center for Innovation, Entrepreneurship & Franchising (CIEF)** & participate in workshops, pitch competitions, and networking

Participate with **the Nebraska Business Development Center (NBDC)** or a **Startup Consultation** to gain practical experience & jump start your future

Join the **UNO Collegiate Entrepreneurs' Organization (CEO)**, or the **UNO Entrepreneurial Living Learning Community** to connect with other students

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### MAJOR + MINOR SPECIALIZATION: HOW CAN I SPECIALIZE IN SOMETHING BEFORE I GRADUATE?

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Entrepreneurship + IT Innovation minor = Startup Consultant

Entrepreneurship + Economics minor = Venture Capital Analyst/Business Owner

Entrepreneurship + Journalism & Media Communications minor = Social Media/Marketing Coordinator

### OCCUPATIONAL OUTLOOK:

Marketing Managers

Development Managers

Financial Analysts

### EMPLOYMENT OPPORTUNITIES:

Check out daily job postings on **Handshake** related to accounting jobs, internships, and opportunities to boost your student experience

### ADDITIONAL EDUCATION:

#### Graduate School:

Pursuing a Master's degree in Business Administration (MBA) with a Entrepreneurship concentration, or a related field can provide advanced knowledge and skills crucial for leading entrepreneurial ventures, developing business strategies, and managing startup operations.

#### More information:

UNO CBA Graduate Programs

#### Licensure:

While licensure is not typically required for careers in entrepreneurship, obtaining certifications such as Project Management Professional (PMP) or Certified ScrumMaster (CSM) can enhance credibility and proficiency in project management methodologies often used in startups and entrepreneurial settings.

#### More Information:

The Project Management Institute (PMI)

### OTHER RESOURCES :

UNO Department of Marketing & Entrepreneurship

Career Exploration in Career Services

U.S. Bureau of Labor Statistics: Occupational Outlook Handbook

### NEED SOME EXTRA HELP?


Book an appointment with CBA Career Services

Book an appointment with your Advisor

### Career Services

 EAB 113

 6001 Dodge Street, Omaha, NE 68182

 402.554.3672

 [careers.unomaha.edu](https://careers.unomaha.edu)

 [careers@unomaha.edu](mailto:careers@unomaha.edu)

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