Technological entrepreneurship and management

W. P. Carey Career Services: Business degree fast facts

Small businesses and startups create a large number of new jobs in the U.S., while larger corporations are looking to hire individuals who can see the big picture and solve complex problems. Offered in partnership with ASU’s Ira A. Fulton Schools of Engineering, the degree in technological entrepreneurship and management prepares students to address social and corporate issues to impact and change the world; create, launch, and improve technology-based products, services, and ventures; and identify and solve open-ended problems using engineering and technology approaches.

The degree program prepares students for a wide variety of career possibilities, including technology-based entrepreneurship, product development, consulting, venture capital analysis, business development, market analysis, and technology marketing. Average starting salaries will vary greatly due to location, company, industry, experience, and benefits, but are expected to be in the range of $35,000 to $50,000 for W. P. Carey graduates.

Pursue diverse career opportunities

- Account supervisor
- Business development associate
- Digital media sales representative
- Digital planner/buyer
- Entrepreneurship program coordinator
- Product/innovation manager
- Social entrepreneur

Map your future in technology entrepreneurship management

Social entrepreneur

Network, liaison, and hold discussions with other community organizations, nonprofits, and businesses to maximize synergistic relationships and complement existing resources. Identify and pursue all funding opportunities made possible by local businesses and other like-minded groups. Develop short- and long-term business plans for innovative income-generating ideas.

Business development associate

Drive initial customer acquisition (issuers and investors). Build relationships with potential partners. Help with deployment plans and market analysis.

Product innovation manager

Lead and provide expertise on complex, technical projects from concept through analysis, design, and execution. Manage relationships successfully across technology and business stakeholders. Develop vision for optimal business processes. Perform data-driven analysis and prioritize complex tradeoffs.

Account supervisor

Provide leadership for the account team, effective execution of digital campaigns, and strategic counsel to clients. Develop social and digital strategies including driving the research direction and insights for the development of digital campaigns based on an advanced understanding of the digital, social, and gaming markets. Provide guidance on engagement and participation in evolving digital channels, and identifying and evaluating new opportunities as they pertain to the client. Coordinate strategic development and global implementation of campaigns across key markets.
Add value to your degree

Your classroom experience is just one part of your preparation for a successful career. A variety of extracurricular opportunities — including entrepreneurial internships, innovative student clubs, undergraduate research, and more — provide you with practical, real-world experiences to complement your classroom studies.

W. P. Carey Center for Entrepreneurship

ASU is an entrepreneurial institution, with tons of dedicated resources and programs for student entrepreneurs. Your guide to entrepreneurship at ASU, the W. P. Carey Center for Entrepreneurship connects you with a range of opportunities designed to help you launch your own startup company and benefit the world through innovation.

- Collaborative workspaces and courses engaging students across the university
- Accelerator programs like the Edson Student Entrepreneurship Initiative (entrepreneurship.asu.edu/edson)
- Meaningful innovation experiences through Changemaker Central (changemaker.asu.edu)
- Structured workshops, seminars, and competitions for seed funding
- Internships and applied projects with leading entrepreneurs

Contact

Visit wpcarey.asu.edu/sos to schedule an appointment with your advisor or career coach.

Enactus at ASU
enactus.org

A community of student, academic, and business leaders, Enactus at ASU is committed to using the power of entrepreneurial action to transform lives and shape a better and more sustainable world.

AIGA Poly
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AIGA Poly is ASU’s student chapter of the AIGA professional association for design. If you’re interested in design and technology, graphic design, web design and development, animation, gaming, photo, video, print and digital publishing, then this is the club for you! Open to students from every ASU campus, as well as those learning 100% online.