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.

This 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 $55,000 for W. P. Carey graduates.1

**Pursue diverse career opportunities**

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

**Map your future in technology entrepreneurship management**

**Social entrepreneur**

Network, liaise, 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 identify and evaluate new opportunities as they pertain to the client. Coordinate strategic development and global implementation of campaigns across key markets.
Add value to your degree

As a W. P. Carey student, your classroom experience is just one part of your preparation for a successful career. A variety of extracurricular opportunities provide you with practical, real-world experiences to complement your classroom studies.

W. P. Carey Center for Entrepreneurship
entrepreneurship.asu.edu

ASU is an entrepreneurial institution, with dedicated resources and programs for students with a venture-orientated mindset. With the W. P. Carey Center for Entrepreneurship, students will be connected to a range of opportunities designed to help launch a 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)
- Meaningful innovation experiences through Changemaker Central (changemaker.asu.edu)
- Structured workshops, seminars, and competitions for seed funding
- Internships and applied projects with leading entrepreneurs

Enactus at ASU
enactus.org

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

AIGA Poly
arizona.aiga.org

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

Contact

Visitasu.joinhandshake.com/appointments to schedule an appointment with your career coach.

1 National Association of Colleges and Employers Salary Survey