The W. P. Carey B.S. in Entrepreneurship is grounded in collaboration, leadership, communication and team building, with added emphasis on critical thinking and problem solving within new product development and innovation. These analytical skills can be applied within a variety of self-directed paths, including new product and venture development, or working as an innovative leader within an existing organization.

Average entrepreneurship salaries will vary greatly due to location, company, industry, experience, and benefits, but are expected to be in the normal W. P. Carey graduate range of $25,000 - $50,000.

**Job Titles/Career Opportunities/Areas of study**

- Social Entrepreneur
- Business Development Associate
- Small Business Owner
- Product Innovation Manager
- Strategic Value Advisory Analyst

**Career Paths**

**Social Entrepreneur**
- Network and liaison 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 business and other like-minded groups.

**Business Development Associate**
- Drive initial customer acquisition (issuers and investors).
- Build relationships with potential partners.

**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.

**Strategic Value Advisory Analyst**
- Devise innovative solutions to client problems.
- Perform valuations of businesses and assets in relation to mergers and acquisitions, joint ventures, and for capital raising.
- Interview experts and perform industry research and data analysis.
- Assist in developing new business ventures.

- Hold discussions with solar power and green jobs organizations and companies to create synergistic relationships.
- Develop short- and long-term business plans for innovative income generating ideas.
- Help with deployment plans and market analysis.
- Develop vision for optimal business processes.
- Perform data-driven analysis and prioritization of complex tradeoffs.
Student Organizations

Entrepreneurs@ASU
facebook.com/EntrepreneursASU

Entrepreneurs@ASU is ASU’s chapter of the Collegiate Entrepreneurs Organization and is a transdisciplinary student club open to students from all majors who are interested in entrepreneurial ventures. The club’s goal is to bring together students, faculty, and community leaders who are interested in entrepreneurship and encourage opportunity through networking and the exchange of ideas.

Enactus at ASU
enactus.org

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

ASU Collegiate DECA
DECA.org

ASU Collegiate DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management in high schools and colleges around the globe. Arizona State University’s Collegiate DECA enhances a student’s college experience by providing recognition and leadership activities directly related to academic study.

Who can you talk to?

Tempe Campus
480-965-4154

To schedule an appointment:
wpcarey.asu.edu/sos

1 Indeed.com