

# Entrepreneurship



## Bachelor of Business Administration in Entrepreneurship and Innovation

**The Entrepreneurship major appeals to innovative, creative, solution-oriented students.** Students are provided the knowledge and skills required to identify issues facing entrepreneurial businesses, evaluate the viability of an opportunity, and prepare a start-up business plan emphasizing financing, marketing, and organization. Engaged in classes with like-minded students, they learn to create their own future while following their passions and projects.

The UW-Whitewater Entrepreneurship major has been ranked as a top Entrepreneurship Program in the nation by the United States Association for Small Business and Entrepreneurship® (USASBE). The combination of practical courses, national award-winning students, and successful alumni make this an ideal option for budding entrepreneurs and innovators. Students learn the social and economic value of creating good jobs and have the opportunity to develop the independent thinking skills to compete in a global business environment.

The best way to build entrepreneurial skills is to take action, however. Through the programs and events described below, students receive one-on-one advice from professors, alumni mentors and an advisory board passionate about entrepreneurship and helping students. They also make connections with successful entrepreneurs, angel investors, venture capitalists, attorneys, software engineers and more.



University of Wisconsin  
**Whitewater**

College of Business  
and Economics



<https://www.uww.edu/cobe/bachelors/degrees-and-majors/entrepreneurship>



# 100%

placement rate

# 30,000

active alumni

# \$68,863

average starting salary



## University of Wisconsin Whitewater

College of Business and Economics

### What would you do with this degree?

Career prospects for entrepreneurship majors are limitless. Entrepreneurial pathways include launching new startups, driving innovation within existing companies, fostering social change, and taking over management of a family business. Recent examples of alumni accomplishments include:

- Appearing on Shark Tank
- Winning an international award for innovation in Paris
- Starting an internal initiative within Apple
- Helping lead a project in Africa to combat blindness
- Becoming vice president of marketing for a startup
- Running a family business



### Common Employers

Bird, Blue Line Battery, Cintas, Geneva Supply, KMK Property Holdings



### Common Job Titles

Director of Development, Founder/CEO, Manager, Marketing Analyst, Product Developer



### Wisconsin's Largest Business School



**AACSB**  
ACCREDITED



**AACSB**  
ACCREDITED  
Accounting

