

Major in Entrepreneurship and Innovation



Are you outgoing and persuasive? Have innovative ideas for better ways to do something or like to help others with their ideas? Launch yourself with this unique major.

From Steve Jobs to Oprah Winfrey, entrepreneurial thinkers can spot a business opportunity and seize it. Whether you want to start your own company, help someone with their big idea, or innovate within an existing organization, a major in Entrepreneurship and Innovation gives you the skills to carve out your niche as an innovator. Your innovative mindset will be equally valuable in a new business or an existing one. Learn to gather resources, recruit talent, design a business model, develop products or services, communicate a compelling vision, and manage and grow an organization.

Career Options

- New Venture Development
- Corporate Leadership and Innovation
- Business Strategy Consulting
- Energy Management and Innovation
- Research and Development
- Family Business
- Business Franchising
- Non-Profit Management
- Art and Music Venture Development
- Retail/Sales Management
- Social Media
- Venture Capital
- Talent Acquisition
- Freelancing

SAMPLE COURSES

Entrepreneurial Opportunity
New Venture Development
Entrepreneurial Leadership
Organization Management
Raising Entrepreneurial Capital

OUR FACULTY

You'll learn from **successful entrepreneurs and leading academics** who will engage you in meaningful dialogue and creative thinking. They bring to the classroom a wealth of experience **starting successful companies, helping small businesses and innovating existing businesses.**



Entrepreneurs experience **higher levels of happiness and satisfaction** than those not involved in entrepreneurial activities.

*Global Entrepreneurship Monitor
2013 Global Report*

MORE INFORMATION

www.neeley.tcu.edu/BBA

www.neeley.tcu.edu/EntrepreneurshipDept

www.neeley.tcu.edu/Entrepreneurship

What Sets Us Apart

TCU Neeley Institute for Entrepreneurship and Innovation

Take advantage of competitions, internships, expertise and hands-on opportunities to sharpen your skills and strategies.

Values and Ventures Competition

Got a business idea that solves a social, cultural or environmental issue? You could win cash to fund it at our prestigious international competition held at TCU each spring.

Entrepreneurship Club at TCU

Meet other entrepreneurial thinkers just like you, from all across campus. Open to any major, the E-ship Club puts you in touch with alumni and friends who share their successes and welcome you to their companies.

Bill Shaddock Venture Capital Fund

Need money to make your business idea a reality? Want to practice what it's like to invest in startups? Entrepreneur or investor, this student-run fund, with real money, gives you experience on both sides.

Entrepreneurial Intern Scholars Program

Experience every aspect of entrepreneurship – marketing, accounting, supply chain and more – as you work alongside the founders at TECH Fort Worth business incubator.



Neeley School
of Business