ENTREPRENEURSHIP CO-CONCENTRATION

Are you interested in an entrepreneurial career where you start or join a firm that revolutionizes markets through innovation? The entrepreneurship co-concentration provides a strong background for launching and managing high-growth ventures in nascent or high-velocity industries. It is an interdisciplinary program that will help engender entrepreneurial thinking and problem-solving approaches. The course of study includes a mix of theory and real-world application with an emphasis on teamwork. The curriculum introduces a set of tools and a way of thinking that will help students to navigate the uncertain, ambiguous contexts that often characterize new initiatives in established firms as well as startups.

CURRICULUM

Required course:
MGMT2170 Entrepreneurial Management

Also required is one of the following finance courses:
MFIN2210 Entrepreneurial Finance
MFIN2212 Venture Capital/Private Equity

Select two additional electives from the following:
BSLW6604 Law for the Entrepreneur
ISYS3205 TechTrek West
ISYS3253/MKTG3253 Digital Commerce
ISYS6621/MKTG6621 Social Media and Digital Business
ISYS6640/MKTG6640 Analytics and Business Intelligence
MGMT2121 Negotiation
MGMT2139 Social Innovation and Entrepreneurship
MKTG3156 Special Topics: Launching Digital Marketing
MKTG3158 Product Planning and Strategy
MKTG3170 Entrepreneurial Marketing in a Digital World

CO-CONCENTRATION GUIDELINES

The entrepreneurship co-concentration is designed to be a second concentration for Carroll School of Management students. Students must choose a primary concentration such as accounting, computer science, economics, finance, general management, information systems, operations management, management and leadership, or marketing. Up to one class from the co-concentration course list can be counted toward another concentration.

APPLICATION PROCESS

Students must apply to be admitted to the entrepreneurship co-concentration. Second-semester freshmen, sophomores, juniors, and seniors interested in the entrepreneurship co-concentration must complete an application, which is available online at http://tinyurl.com/bcentrepreneurship.

A completed application must be submitted to the Management and Organization Department via e-mail to mgtorgdept@bc.edu. You will be notified shortly thereafter if you have been accepted.

Questions about the co-concentration should be directed to Professor Mary Tripsas in Fulton 426A or mary.tripsas@bc.edu.

STUDY ABROAD

All students wishing to study abroad must first meet with an advisor from the Office of International Programs. If accepted into the study abroad program and approved by Richard Keeley, Senior Associate Dean of the Undergraduate Program, the student should then see Mary Tripsas, Entrepreneurship Curriculum Chair, for course approvals before going abroad. When students wish to have a course considered, they should email or bring a copy of the syllabus and course description for approval.

All approvals must be obtained prior to going abroad. No approvals will be granted after the course has been completed.

FACULTY

The entrepreneurship co-concentration is sponsored by the Management & Leadership and Finance Departments and is designed to be truly interdisciplinary. Faculty members have a range of disciplinary and professional experience.

Bridget Akinc
Part-time Faculty, Marketing

Jere Doyle
Executive Director, Shea Center for Entrepreneurship

John Gallaugher
Associate Professor, Information Systems

Drew Hession-Kunz
Senior Lecturer, Finance

Gerald Kane
Professor, Information Systems

Suntae Kim
Assistant Professor, Management and Organization

Richard Nielson
Professor, Management and Organization

Sam Ransbotham
Associate Professor, Information Systems

Mary Tripsas
Associate Professor, Management and Organization; Director, Shea Center for Entrepreneurship

George Wyner
Associate Professor of the Practice, Information Systems
The entrepreneurship co-concentration is designed to educate students on the key concepts and processes involved in starting and managing new ventures. Students will learn to identify, build, and shape business opportunities as well as provide value to existing business models.

While some students who pursue the co-concentration will elect to work toward development of their own idea and launch of their own business, students who complete the co-concentration will be prepared for a wide range of career opportunities. These include various functional roles in startup firms, social ventures, venture capital, private equity, management consulting, innovation groups within larger firms, corporate entrepreneurship, or product development.

The demand for college graduates with these entrepreneurial skills is strong and growing. The Kauffman Foundation reports that entrepreneurial and startup activity in the United States is on the rise. According to the 2015 Kauffman Index: Startup Activity national trends report, the current rate of growth for new entrepreneurs translates into approximately 530,000 new business owners each month. The report also notes that startup activity is expanding across the country with new venture activity increasing in 18 of the top 40 metropolitan areas.⁹

The trends highlighted above carry into the entrepreneurship ecosystem at Boston College. Over the past five years, startups launched by recent Boston College graduates have received over $100 million in funding, with some going on to elite accelerator programs including Y Combinator, Techstars, MassChallenge, and Summer@Highland, and some gaining significant customer traction.

The skills learned in the Carroll School of Management’s entrepreneurship courses are important for success in a variety of businesses, preparing recent graduates to make an impact at any level as they begin their careers.

⁹For more information about the 2015 Kauffman Index: Startup Activity report, visit www.kauffmanindex.org.