Program Description

The BS program in technological entrepreneurship and management advances the knowledge and practice of entrepreneurship and innovation. To enhance students' understanding of business fundamentals, the Fulton Schools of Engineering have partnered with the W. P. Carey School of Business to offer a degree that is jointly conferred by both colleges. The degree program 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.

Students receive a foundation in both technology and business fundamentals, with an emphasis on technology entrepreneurship and innovation in one of two focus areas: innovation and operation management or social entrepreneurship.

The program objectives for this degree include:

- demonstrate the ability to identify, analyze and synthesize information to address and solve use-inspired, open-ended problems, assessing their impact on social, cultural and economic environments
- formulate methodologies to advance the knowledge of entrepreneurship and innovation
- launch technology-based products and services from idea generation through actualization
- use quantitative and qualitative methods to demonstrate continuous improvement of products, services, and processes
- utilize a systems approach for the effective design and improvement of entrepreneurial and innovation ventures

This major is eligible for the Western Undergraduate Exchange (WUE) program at the following location: Polytechnic campus. Students from Western states who select this major and campus may be eligible for reduced nonresident tuition at a rate of 150 percent of Arizona resident tuition plus all applicable fees. See more information and eligibility requirements on the Western Undergraduate Exchange (WUE) program.
At a Glance

- **College/School:** Ira A. Fulton Schools of Engineering
  W. P. Carey School of Business
- **Location:** Polytechnic campus or online
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 210 - Brief Calculus
- **Math Intensity:** Moderate

Required Courses (Major Map)

2018 - 2019 Major Map (On-campus)
2018 - 2019 Major Map (Online)
Major Map (Archives)

Accelerated Degrees

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's and master's degree with:

- Global Technology and Development, MS
- Technology (Management of Technology), MSTech

Acceptance to the graduate program requires a separate application. During their junior year, eligible students will be advised by their academic departments to apply.

Admission Requirements

**General University Admission Requirements:**

All students are required to meet general university admission requirements.

Freshman | Transfer | International | Readmission

Change of Major Requirements

A current ASU student has no additional requirements for changing majors. Students should refer to [https://students.asu.edu/changingmajors](https://students.asu.edu/changingmajors) for information about how to change a major to this program.
Attend Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program description and request more information here.

Transfer Options

ASU is committed to helping you thrive by offering tools that allow you to personalize your transfer path to ASU. Students may use the Transfer Map search to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools, and resources and help students save time and money in their college journey. Learn more about these programs by visiting the Admissions site.

Global Opportunities

Global Experience

With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. https://mystudyabroad.asu.edu/

The W.P. Carey School of Business recommends the following study abroad programs for students majoring in technological entrepreneurship and management: http://links.asu.edu/SAO.technological-entrepreneurship.

Career Opportunities

Small businesses and startups create the majority of new jobs in the U.S. while larger corporations seek individuals who can see the big picture and solve complex problems. Students in the technological entrepreneurship and management program learn the range of skills needed to develop new products, services and business models as well as whole new industries. The technological entrepreneurship and management
program prepares students for a wide variety of career possibilities; some examples are technology-based entrepreneurship, product development, consulting, venture capital analysis, business development, market analysis, and technology marketing.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Professor</td>
<td>18.1%</td>
<td>$80,300</td>
</tr>
<tr>
<td>CEO</td>
<td></td>
<td>$183,270</td>
</tr>
<tr>
<td>Compliance Manager</td>
<td>8.0%</td>
<td>$105,610</td>
</tr>
<tr>
<td>Cost Estimator</td>
<td>10.5%</td>
<td>$63,110</td>
</tr>
<tr>
<td>General Manager (GM)</td>
<td>9.1%</td>
<td>$100,410</td>
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<tr>
<td>Green Marketer</td>
<td>5.5%</td>
<td>$106,130</td>
</tr>
<tr>
<td>Market Research Analyst</td>
<td>23.2%</td>
<td>$63,230</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>10.1%</td>
<td>$132,230</td>
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<tr>
<td>Office Manager</td>
<td>10.1%</td>
<td>$94,020</td>
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<tr>
<td>Quality Control Manager</td>
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<td>$100,580</td>
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<tr>
<td>Sales Manager</td>
<td>7.5%</td>
<td>$121,060</td>
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<tr>
<td>Social Services Director</td>
<td>18.0%</td>
<td>$64,100</td>
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<tr>
<td>TV Program Director</td>
<td>12.2%</td>
<td>$71,620</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

☀ Bright Outlook  🌿 Green Occupation

**Contact Information**

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