What to do with a degree in
ENTREPRENEURSHIP & INNOVATION

A concentration in Entrepreneurship and Innovation focuses on the startup and operation of high potential businesses. The key to any successful entrepreneurial venture is being prepared. This means doing your research, attending informational and networking events, and beginning to build your knowledge and connections in the industries connected to your business venture. Entrepreneurship is best learned through doing, so courses in this area offer hands-on experiences through projects that expose students to all aspects of business development.

The concentration in Entrepreneurship and Innovation allow students to study Principles of Entrepreneurship, Opportunity Identification, New Venture Planning, and New Venture Start-Up.

Small or start-up companies post part-time, contract, and summer positions allow you the opportunity to use your entrepreneurial skills and experience life in a newly launched business.

Key Skills & Knowledge

Ambition: To build and create a profitable venture, entrepreneurs require a strong desire to achieve said goal; determination and hard work are required when starting from the ground up.

Goal Oriented: Understanding the importance of creating, pursuing and ultimately meeting realistic and tangible goals for the better of the business, clients, employees and other stakeholders.

Management skills/abilities: Planning and designing your own business requires the ability to not only manage your time or your projects, but also your expenses and incomes.

Passion: Whether a product, service or idea, an entrepreneur requires a strong passion for their business; this will reflect in their work and increase profits by engaging the customer/consumer.

Communication Skills: Promoting, building, and growing a business requires the ability to interact and communicate with many individuals such as stakeholders, investors and clients.

Sample Job Titles

Some of these roles may require further training, certification or education. Check out the Alberta Government’s occupational profiles for salary info and more detail: alis.alberta.ca/occinfo

- Alternative health products
- Biometrics or high-tech security
- Business Consultant/Analyst
- Chief Operations Officer (COO)
- Diet/exercise expert
- Eco products
- Education services/products
- Financial advisor/retirement planner
- Home improvement contractor
- Medical tourism
- Organic or specialty foods
- Recycling technology
- Research and development

Need help deciding what to do?

Formal Career Assessments like the Strong Interest Inventory and the Myers Briggs Type Indicator can be helpful tools for your career development. Request an assessment via CareerLink
Potential Fields

Technology and Health
Any and all industries!

Associations & Professional Development

- Entrepreneurs’ Organization - https://www.eonetwork.org/
- Startup Canada - http://www.startupcan.ca/
- C100 Association - http://www.thec100.org/

Student Clubs

- Enactus—http://www.enactuscalgary.com/
- Alpha Kappa Psi—http://www.akpsicalgary.com/
- Haskayne Consulting Group—https://haskayneconsulting.wordpress.com/

Aligned Majors

Varies depending on type of venture
- Computer Science
- International Relations
- Psychology
- Urban Studies

Books & Publications

Entrepreneurship: theory, process, practice
Entrepreneurship: an international perspective
The Startup Playbook: Secrets of the Fastest-Growing Startups From Their Founding Entrepreneurs
Zero to One: Notes Startups, or How to Build the Future

Faculty Contact

Scurfield Hall
T: 403.220.6593
E: undergraduate@haskayne.ucalgary.ca
W: haskayne.ucalgary.ca
W: ucalgary.ca/admissions/programs

Haskayne Career Centre

Scurfield Hall 350
T: 403.220.6743
E: careercentre@haskayne.ucalgary.ca
W: haskayne.ucalgary.ca/services/career-centre/welcome

Career Services

YOUR FUTURE
STARTS HERE

- Career Planning
- Job Search Support
- Resume Reviews
- Career Workshops
- Online Job Postings
- Career Fairs
- Networking Events
- Information Sessions
& much more!

Connect with us:

MacEwan Student Centre, Room 188
T: 403.220.8020
E: csstdnt@ucalgary.ca
CareerLink: ucalgary.ca/careers

Facebook: ucalgarycareers
Twitter: @HireUCalgary

Indeed: https://www.indeed.ca/
LinkedIn: www.linkedin.com
CareerLink: careerlink.ucalgary.ca

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