

MANAGEMENT MAJOR, BBA - ENTREPRENEURSHIP CONCENTRATION

Campus: NYC, Westchester

The Entrepreneurship concentration prepares students for careers in entrepreneurship and small business. It focuses on providing students with the skills that they will need to initiate and manage business ventures, including developing new products, drafting a business plan, and forming and running a family business. Other topics covered are financial management, marketing, and human resource management in a small business setting. Students will also learn to analyze consumer and business trends and to use this information in planning and developing a new business venture.