

# THE BUSINESS OF ENTREPRENEURSHIP



Be the business-minded innovator that sees a need and bring solutions to life through new products or services.

## What's it like to be in entrepreneurship?

Simply put, entrepreneurs fix things. As an entrepreneur, you can spot a void, problem or need for a particular product or service. With a creative and innovative mindset, you have the ability to identify potential problems, challenges, assess feasibility (ask 'will this be successful?') as well as challenge assumptions, do market research and pursue funding. You'll be equipped with a well-rounded and holistic view of business that you can apply in any setting and throughout your career.

## Why choose OU's Price College of Business?

**Innovate here and now:** If you want to learn how to create your own business, we want to make that possible. Through Startup OU, you have access to tools, mentorship, coaching, guidance and resources needed to launch your business into market.

**Tom Love Innovation Hub:** Located about two miles south of campus, the Tom Love Innovation Hub houses Startup OU, and exists to help aspiring entrepreneurs with prototyping, product development and small-scale manufacturing. It's free to students and is one of Price College's great assets that the serves all of OU's campus.

## What recent graduates are saying:

"My eyes opened up to all the possibilities that OU has to offer with the Innovation Hub and the First Fidelity Integrated Business Core program. Our professors really care. They're giving us concrete advice that we can take into the future, not just 'oh here's some textbook information.' It's real guidance with actionable steps." –Margo Gianos, recent Price College graduate

**Average Starting Salary**  
\$58,714

## What Price College Entrepreneurship grads do

- Operational Area Manager
- Business Analyst
- Business Development
- Data Analyst
- Product Marketing Analyst

## Where Price College Entrepreneurship grads work

- Amazon
- Williams
- Illusive Networks
- Elevate Healthcare Consulting
- Dell Technologies

## Get connected

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