

In order to offer an additional business specialization to our BSBA students, we propose to add a Technological Entrepreneurship specialization to our current specializations.

This specialization's comprehensive curriculum will enable students to explore innovative, entrepreneurial, and design-thinking approaches in their work. Collaboration, networking, and mentoring are woven throughout the program, and strong connections with Chicago's vibrant entrepreneurial community and Illinois Tech's innovation-focused groups and resources provide a wide range of opportunities for hands-on experiences.

The specialization is designed for students who are looking to gain the necessary business, design, innovation, and legal skills to launch startups and take on leadership positions in small and mid-sized businesses where technology plays a key role. It will provide aspiring high-tech entrepreneurs with the skills and knowledge they need to make their ideas a reality.

Students who specialize in technological entrepreneurship can find employment in a number of fields.

Their primary role would be as a technical product manager in a tech startup or tech company. Product managers are responsible for developing products from start to finish. They conduct market research to identify potential products, devise product requirements, write specifications, set production timelines and benchmarks, assign responsibilities, and monitor the project from end-to-end. They may also set pricing, as well as develop marketing strategies and rollout schedule. The median salary for product managers is \$109,000 (<https://www.digitaltrends.com/business/best-tech-jobs/>)

Graduates may also find employment as:

- Logisticians, who analyze and coordinate organizational supply chains (<https://www.bls.gov/ooh/business-and-financial/logisticians.htm>). The median annual wage for logisticians was \$74,750 in May 2019. Employment of logisticians is projected to grow 4 percent from 2019 to 2029.
- Industrial production managers, who manage the daily operations of manufacturing and related plants (<https://www.bls.gov/ooh/management/industrial-production-managers.htm>).
- The median annual wage for industrial production managers was \$105,480 in May 2019. The job outlook for industrial production managers is projected to be stable between 2019 to 2029,
- Advertising, promotions, and marketing managers (<https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>). The median annual wage for advertising and promotions managers. The median annual wage for marketing managers was \$136,850 in May 2019. Overall employment of advertising, promotions, and marketing managers is projected to grow 6 percent from 2019 to 2029, faster than the average for all occupations.

BSBA students take two entrepreneurship courses as part of their business core and have a lot of other business coursework as part of their required coursework. In addition, they may have varied interests in terms of how they apply any extra entrepreneurial courses. Therefore, we will allow them to choose any five courses from the following list:

- BUS 472 New Product Development
- EMGT 363 Creativity, Inventions, and Entrepreneurship for Engineers and Scientists
- EMGT 406 Entrepreneurship and Intellectual Property Management
- INTM 477 Entrepreneurship in Industry
- ITMM 481 Information Technology Entrepreneurship
- ITMM 482 Business Innovation
- IPMM 406 Introduction to Intellectual Property
- BUS 510 Fundamentals of Innovative Business
- MBA 529 Social Entrepreneurship
- IPMM 501 Managing the Creative Process
- ENGR 595 Product Development for Entrepreneurs