

ENTREPRENEURSHIP | BUSINESS | INNOVATION

CAREER RESOURCES

Career Community Summary

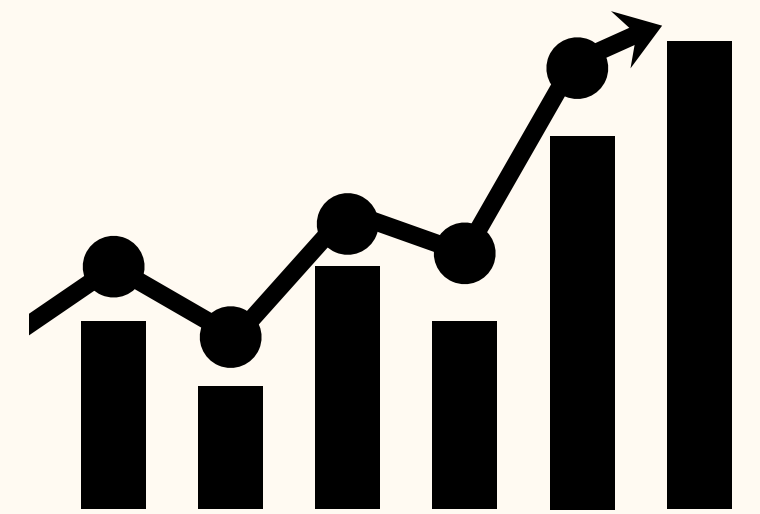
This career community is focused on using innovation and creativity to find solutions to challenges in the global economy. This work can also involve promoting and increasing sales for goods and services within various markets.

Professionals in this area can work with start ups, established businesses, nonprofit organizations, social enterprises, or in freelance. Those interested can expect career paths directed toward marketing, human resources, entrepreneurship, branding sports and entertainment, freelance, self-employment, operations, and project management.

To be successful in this ever-changing space, professionals must think critically and outside the box to find new ways to meet the needs of their business, craft, or social issue. Therefore, confidence, self-discipline, innovation, and adaptability are central to the work within these fields.

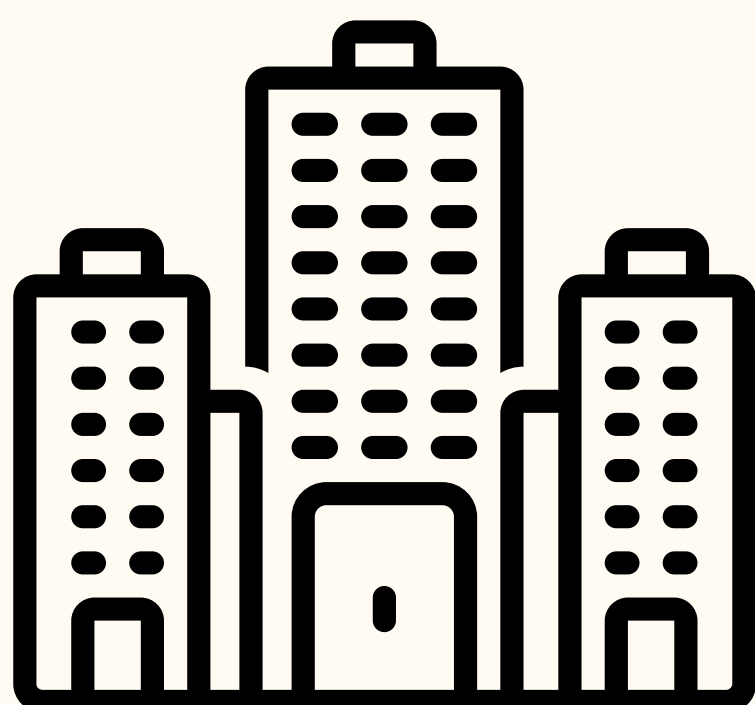
Skills Needed

- Initiative
- Ability to be self directed
- Outside of the box thinking
- Willingness to try new things
- Confidence
- Ability to be persuasive
- High energy
- Adaptability and flexibility



Sample Job Search Terms

- Sports & entertainment
- Sales
- Marketing
- Customer service
- Brand Strategy
- Operations & administration
- Account management
- Market research
- Freelance work
- Travel & tourism
- Retail management
- Project management
- Recruitment
- Insurance
- Real estate
- Merchandising
- Human Resources



Work Locations

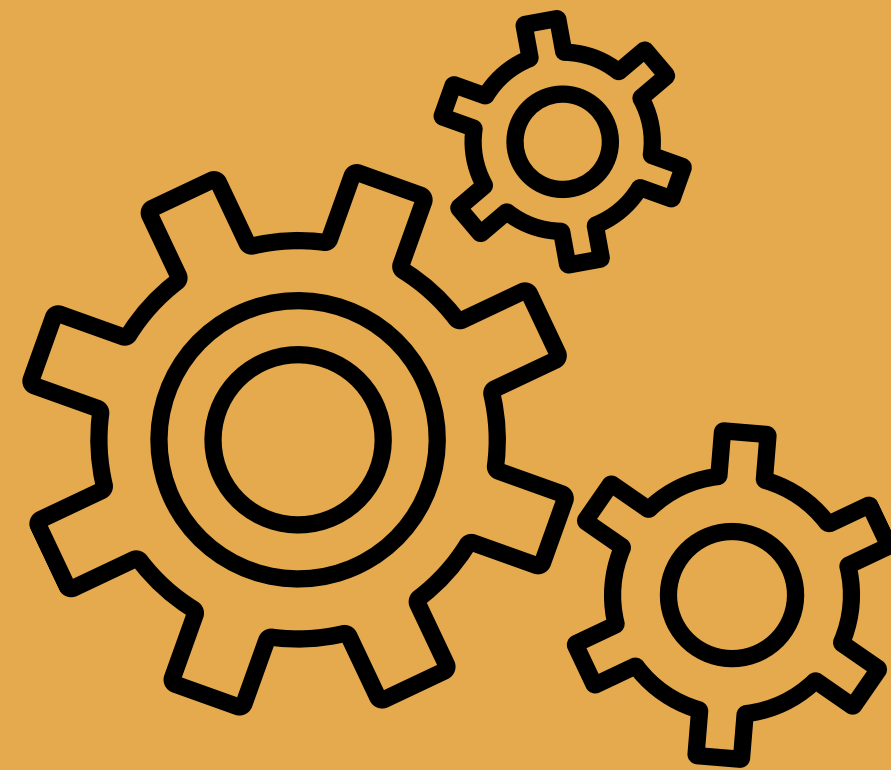
- Start ups
- Corporations
- Social innovation start ups
- Nonprofits
- Sports and entertainment
- Think tanks
- Fortune 500 companies
- Human resources firms

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Get Involved on Campus

- Spartan Innovations
- iOS Design Lab
- Women in Entrepreneurship
- Start Up Grid
- Experience Architecture Club



Professional Organizations

- Ashoka
- Edward Lowe Foundation
- Entrepreneurs' Organization
- Founders Card
- Start Up Grind
- The Entrepreneurs' Club
- United States Association for Small Business & Entrepreneurship
- Young Entrepreneur Council
- CoFounders Lab
- Society of Human Resources Management
- Chambers of Commerce

Research, Info, & Job Search Sites

- Eship.msu.edu
- Spartan Innovations
- The Muse.com
- Entrepreneur.com
- Ventureloop.com
- Startup.jobs
- Small Business Associations
- Small Business Development Center of Michigan

Tips

- You don't have to have a business degree to work for a business! Companies value liberal arts backgrounds and hire for many positions that do not require traditional business degrees.
- Seek out organization, events, and opportunities for networking and connections.
- Target companies of interest for experience, possible internships, and job search. Start ups love hearing from those passionate about their mission and will be much more likely to keep you in mind for future job openings if they've met you face-to-face.
- Google "start up group" + your city to find start-up networking opportunities.
- Be ready for networking in the business fields! Make sure you have a concise and enthusiastic elevator pitch crafted and ready to use with professionals!
- Get comfortable with the unknown - there is always more to learn, and you will never know it all.