

NJIT

New Jersey's Science &
Technology University

THE EDGE IN KNOWLEDGE

The Bachelor of Science in Enterprise Development



School of Management

New Jersey Institute of Technology

WHY STUDY ENTERPRISE DEVELOPEMENT?

Enterprise development is a exciting, robust approach to current challenges facing society. Careers in enterprise development are growing throughout the nation along with an international need for rethinking and reenergizing what business is and does. Entrepreneurs that start new firms and innovators that change existing firms by creating new products are clearly critical to development of the US economy. Enterprise developers are informed risk-takers---they strive to create a highly successful venture while skillfully managing its risk. They see opportunities for meeting human needs that others fail to recognize or capture. They may create new goods or services, improve on current products, or simply find a better way to organize and distribute that which exists. Essential to the NJIT version of enterprise development is an appreciation and understanding of the technical systems that underlie and increasingly determine business success.

WHY STUDY ENTERPRISE DEVELOPMENT AT NJIT?

The NJIT School of Management offers excellent business education; Princeton Review ranked SOM among its “Best 282 Business Schools.” The school has been recognized among the limited number of business schools accredited by AACSB International, the top national accreditation body for management education.

NJIT is also home to the Enterprise Development Center, one of the nation’s oldest and largest small business incubators specializing in hi-tech start-ups. The center allows businesses to tap into the university’s resources to increase their speed to market and reduce the cost of commercialization. EDC, home to nearly 80 companies, employs more than 300 people, many of them NJIT students and recent graduates.

WHAT WILL I LEARN?

The course work addresses three areas of potential for graduates entering the world of business:

- Initiation of a new enterprise, to deliver a new product;
- Resdiscovery of an entrepreneurial spirit within an existing enterprise;
- The growing importance of involvement and innovation on the international stage of socio-economic exchange and growth.

All three areas are dealt with against a backdrop of concern for ethical ideas and systems.

WHAT SKILLS DOES ENTERPRISE DEVELOPMENT DEVELOP?

Because they must often run a whole new venture, or reorganize an existing venture, enterprise developers must be knowledgeable about most aspects of business. To prepare them for the challenges associated with this Enterprise Development students will learn about:

- Managing the business on a day-to-day basis
- Advertising, marketing, and distributing the products
- Accounting skill in keeping the financial records for the business
- Attracting and retaining the personnel essential to business success
- Production and servicing of goods or services

WHAT EMPLOYMENT OPPORTUNITIES ARE THERE?

Enterprise Development encompasses two types of careers – the entrepreneur who starts and runs a new business, and what is coming to be known as the intrapreneur, or internal corporate entrepreneur, who develops new ventures and products within an existing company. Entrepreneurs hold positions such as a small business owner, a self-employed professional, a franchise owner, consultant and business analyst, independent agent or

broker, builder or developer, manufacturer, wholesaler and distributor, or venture capitalist. Intrapreneurs can hold virtually any position in an existing organization, but with an attitude about business and the taking of risk that differs from those normally holding stable, secure positions.

IS FINANCIAL AID AVAILABLE?

The Office of Student Financial Aid Services helps to provide NJIT students with every opportunity to obtain funding to support their educational costs. The university encourages all students to apply for financial aid.

www.njit.edu/admissions/financialaid/index.php

NJIT undergraduates can also offset educational costs by participating in the Cooperative Education Program, which provides a student with the opportunity to gain practical work experience in a professional environment. A co-op student works on a full-time or part-time basis for a company that has agreed to hire, train, and pay the student during a specific co-op work cycle. www.njit.edu/admissions/undergrad/coop.php.

NJIT AT AT A GLANCE

- New Jersey’s Science and Technology University, founded in 1881.
- Enrollment of just over 8,200 undergraduate and graduate students in six schools allows small-college intimacy with big university resources.
- 45-acre campus with a recently-completed \$83-million construction program featuring a new Campus Center.
- A *U.S. News and World Report* “Top National University” and a *Princeton Review* “Best College.”
- Ranks 9th in the nation in diversity with students from more than 100 countries.
- 13:1 faculty-student ratio.

FOR MORE INFORMATION CONTACT:

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TO APPLY:

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www.njit.edu/admissions/undergraduate/applying/index.php