BELK COLLEGE OF BUSINESS
NIBLOCK STUDENT CENTER

QUEEN CITY CAREERS
ENTREPRENEURSHIP

WHAT IS ENTREPRENEURSHIP?

ENTREPRENEURSHIP IS THE PROCESS OF IDENTIFYING OPPORTUNITIES, CREATING VALUE, AND DEVELOPING INNOVATIVE SOLUTIONS TO MEET MARKET NEEDS. Entrepreneurs launch new ventures, products, services, or initiatives by combining creativity, strategic thinking, and resource management. While entrepreneurship often involves starting a business, entrepreneurial thinking is also valued within established organizations, nonprofits, and public-sector institutions.

ENTREPRENEURSHIP TYPES

SMALL BUSINESS ENTREPRENEURSHIP. Create and operate independently owned businesses that serve local, regional, or niche markets. These ventures may be organized as sole proprietorships, partnerships, or corporations.

SCALABLE STARTUPS. Develop innovative products or services designed for rapid growth and expansion. These ventures often seek outside investment and focus on building repeatable, scalable business models.

LARGE COMPANIES. Develop innovative products or services designed for rapid growth and expansion. These ventures often seek outside investment and focus on building repeatable, scalable business models.

SOCIAL ENTREPRENEURSHIP. Apply entrepreneurial principles to address social, cultural, or environmental challenges while creating sustainable impact.

PREPARING FOR YOUR CAREER...

AS REPORTED BY ENTREPRENEURS, YOU WILL NEED:

- Strong communication and relationship-building skills
- The ability to identify opportunities and solve problems creatively
- The ability to sell ideas, products, services, and vision
- Strategic thinking and decision-making skills
- Adaptability and a commitment to lifelong learning
- Financial literacy and resource management skills
- An understanding of marketing, customer acquisition, and digital platforms
- Resilience, initiative, and comfort with uncertainty
- The ability to build and leverage a strong professional network

GET INVOLVED

PURSUE the Belk College certificate in Entrepreneurship or M.S. in Entrepreneurship
JOIN related clubs and organizations
ATTEND events with the Center for Entrepreneurship and Innovation, including CO-LAB

RIGHT NOW IN ENTREPRENEURSHIP

99.9% of U.S. businesses are classified as small businesses.

Small businesses generate approximately 60% of net new jobs in the United States.

About 1/2 of new businesses survive at least 5 years, and roughly 1/3 survive 10+
source: SBA

Successful entrepreneurs are often resilient, agile, tenacious, and hard workers. They inherently assume more risk in pursuing entrepreneurship. The benefits that they report are a heightened sense of purpose in their work, flexibility, autonomy, the potential for financial success, and the ability to leave a legacy. Entrepreneurs might be great at generating new ideas and identifying solutions to problems

BCOB ALUMNI

The Belk College has many examples of alumni who have had successful entrepreneurial ventures. Here are a few:

Christopher Moxley '03
704 Shop & V (Five) Lions
Manuel Zapata '72
Zapata Incorporated
Kirk Beatty '87, '10
DKBeatty, DATATECH Information Services
Bryan Delaney '03 & James Hartsell '02
Skookum, Post Ventures
Latesha Byrd '12
Career Chasers, Perfeqta