Concentration in Entrepreneurship

Customize your Robinson MBA

The mission of the Entrepreneurship Concentration is to equip individuals with the innovation skills to craft next generation solutions. While the MBA program enhances general management abilities, the Entrepreneurship Concentration focuses specifically on preparing graduates to innovate, lead and execute change. The methods, tools and techniques taught are valuable to those chasing their own entrepreneurial pursuits or taking their talents to a well-established organization.

Robinson’s MBA is flexible in every way. Students take courses at their desired time, location, and pace.

Required Courses (9 credits)
› Organization Entrepreneurship
› Improving the Customer Experience
› Innovating Customer Value

Electives (select one, 3 credit hours):
› Managing for Dynamic Growth
› Leading for Entrepreneurship
› International Entrepreneurship
› Enhancing Leadership Skills
› Coaching for Leadership
› Negotiation
Our Students’ Success Speaks for Itself

› Our MBA graduates from fall 2016 through summer 2017 received an average 63 percent salary increase.
› Forty-six percent of recent graduates accepted a position with a new company upon completion of their degree.
› Twenty-eight percent of recent students earned a promotion within their current firm after building new knowledge and skills with a Robinson MBA.

An MBA with Real World Collaboration

› Prepare to solve companies’ most pressing issues through coursework that touches on digital innovation and big data analytics.
› Collaborate with partner firms to solve real-world problems in our big data analytics lab.
› Learn how to integrate a firm’s different functional areas in order to drive performance.
› Students can work full-time, take classes at night and leverage their learnings immediately on the job.
› Our Flex MBA has been consistently ranked in the Top 50 MBA programs for over 20 years.

We Cater to Professionals at Many Levels

› Early-stage professionals who aspire to grow into leadership positions.
› Professionals looking to fill a niche with an MBA concentration perfect for their specialized field.
› Liberal arts undergraduates who want to transition into the business world.

Customize your MBA with 18 Concentrations

› Accounting
› Actuarial Science
› Business Analysis
› Business Economics
› Entrepreneurship
› Finance
› General Business
› Health Administration
› Health Informatics
› Hospitality Administration
› Human Resources Management
› Information Systems
› International Business
› Marketing
› Operations Management
› Organization Management
› Real Estate
› Risk Management and Insurance

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