

ENTREPRENEURSHIP AND INNOVATION



RECENT
EMPLOYERS

Amazon
Campbell's
Comcast
GoPuff
Paramount
PayPal



AVERAGE
STARTING SALARY

\$70,462

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A Bachelor of Arts in Entrepreneurship and Innovation is designed to give you a powerful competitive edge, no matter where your career takes you. Our curriculum does not just teach theory; it equips you with the mindset and hands-on skills to drive growth, solve complex problems and create sustainable value within any organization, large or small. By emphasizing experiential learning in every classroom, we ensure you graduate ready to launch your own startup, manage corporate ventures and tackle real-world challenges with confidence.

DEGREE HIGHLIGHTS AND COMPETITIVE EDGE

- **Founder-Led Instruction:** Learn from a diverse faculty composed of experienced founders, executive intrapreneurs and accomplished thought leaders who integrate current, real-world execution strategies into every class.
- **Laurence A. Baiada Institute for Entrepreneurship:** Gain access to the Baiada Institute for Entrepreneurship, a dedicated hub that offers funding opportunities, pitch competitions, targeted mentorship and an accelerator framework to launch your venture while you study.
- **Flexible Program Timeline:** Accelerate your career or deepen your experience with options to choose among our three-year, four-year or five-year programs to best fit your co-op goals.

CONCEPTS AND SKILLS

- How to Launch a New Venture
- How to Innovate in Established Companies
- Early Stage Venture Funding
- Learning From Failure
- Iterative Prototyping and Lean Startup
- Social and Sustainable Innovation

CAREER OUTCOMES

Upon graduation, some job titles you could be eligible for include:

- Chief Executive Officer (CEO)
- Business Development Strategist
- Corporate Venture Analyst
- Product Manager
- Chief Operating Officer (COO)
- Social Entrepreneur

CONTACT US

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DREXEL UNIVERSITY
LeBow
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