

BUSINESS ADMINISTRATION

BUSINESS INNOVATION

ASPIRE

EXPERIENTIAL MAJOR MAP

BUSINESS INNOVATION RETURN ON INVESTMENT

The Business Innovation concentration at West Liberty University empowers students to combine entrepreneurial thinking with strong business fundamentals. Whether you want to start your own company, lead innovation initiatives, or bring fresh ideas to established organizations, you'll develop the knowledge, confidence, and practical experience to make an impact.

THE WHO...

- Aspiring Entrepreneurs
- Future Business Leaders
- Creative Problem-Solvers
- Change-Makers and Community Builders
- Sales and Marketing Innovators

THE SKILLS ...

- Entrepreneurial Venture Development
- Leadership & Organizational Innovation
- Marketing & Customer Insights
- Business Knowledge
- Resource Management

THE JOBS ...

- Entrepreneur/Small Business Owner
- Business Development Specialist
- Startup Operations Manager
- Product Development Associate
- Business Consultant

WHAT YOU'LL LEARN

A Business Innovation degree prepares graduates to pursue careers in entrepreneurship, business development, marketing, management, consulting, and organizational leadership. Graduates are equipped to work in startups, corporations, nonprofit organizations, family businesses, and emerging industries where innovation and adaptability are essential. The combination of entrepreneurial thinking, business expertise, and leadership development helps graduates adapt to changing industries and pursue opportunities with confidence.

HILLTOP ADVANTAGE

The Hilltop Advantage is a structured, student-centered approach that ensures every student graduates with not only a degree, but also meaningful experiences, career-ready skills, and a clear post-graduation plan.

THE PROGRAM

- Entrepreneurship-focused
- Experienced faculty
- Hands-on learning
- Small class sizes
- Business networking
- MBA Fast Track option

College of Business - Business Innovation

ASPIRE	FIRST YEAR	MIDDLE YEARS	LAST YEAR	GRADUATE PROGRAMS
A ACADEMIC MASTERY	- Complete foundational business courses. - Develop fundamental skills in creativity, problem-solving, and communication. - Learn the role of innovation in organizations and society.	- Complete core coursework. - Strengthen collaboration and analytical skills. - Integrate business strategy, innovation, and market analysis. - Apply creative problem-solving to organizational challenges.	- Complete advanced courses and capstone experiences. - Demonstrate mastery of innovation processes and strategic thinking through problem analysis, opportunity evaluation, evidence-based decision-making, and solution proposals. - Synthesize learning through a comprehensive capstone project.	Master of Business Administration (MBA)
S SELF-DISCOVERY & STRENGTHS	- Discover personal strengths, interests, and explore entrepreneurial mindset. - Investigate careers in innovation, entrepreneurship, consulting, product development, and startups. - Consider the question: What types of problems do I enjoy solving?	- Identify areas of innovation interest - Evaluate personal leadership style and career preferences. - Reflect on project and team experiences. - Assess strengths as an innovator, problem solver, and leader. - Identify areas for professional growth and create development plan.	- Articulate a personal innovation philosophy, including unique strengths and personal value proposition. - Develop a five-year professional and entrepreneurial development plan. - Consider long-term career and leadership goals. - Reflect on growth as a creative problem solver and change agent	Industry Sectors - Technology and Software - Biotech and Healthcare - Manufacturing and Advanced Industry
PI PROFESSIONAL PREPARATION INTEGRATIVE & EXPERIENTIAL LEARNING	- Create a professional résumé and LinkedIn profile. - Attend WLU & College of Business guest speaker events. - Explore and consider participating in business idea competitions or innovation challenges. - Explore emerging technologies impacting business.	- Conduct informational interviews with entrepreneurs and innovators. - Engage in customer discovery and market research activities. - Compete in innovation, entrepreneurship, or pitch competitions. - Obtain an internship or experiential learning opportunities. - Work with businesses, nonprofits, or community organizations on innovation challenges.	- Complete a consulting, startup, or innovation project, presenting solutions to external stakeholders or industry partners when possible. - Continue internship or experiential learning opportunities. - Finalize professional portfolio showcasing innovation projects. - Secure employment, graduate school placement, or launch a venture. - Prepare for relevant certifications or advanced professional development opportunities.	Career Opportunities - Entrepreneur/Small Business Owner - Business Development Specialist - Startup Operations Manager - Marketing Manager - Sales Manager - Product Development Associate - Business Consultant
RE RELATIONSHIPS & LEADERSHIP ENGAGEMENT & WELL-BEING	- Build relationships with faculty mentors and peer networks. - Attend campus and community innovation events. - Join a campus club / organization. - Develop effective study, wellness, and time-management habits.	- Assume leadership roles in student organizations. - Develop mentoring relationships with entrepreneurs and alumni. - Practice teamwork and conflict-management skills - Expand professional and community networks.	- Serve as a mentor to students and innovation teams. - Strengthen professional relationships with employers and industry partners. - Engage with entrepreneurship and innovation networks. - Develop lifelong strategies for leadership, well-being, and continuous learning.	