

## BACHELOR OF SCIENCE: ENTREPRENEURIAL STUDIES

These are skills and software that Entrepreneurial Studies majors may encounter and gain proficiency in during their studies. Skills and software listed may not apply to all students. Individual ES students may have additional skill sets based upon their chosen Creative Practice: Design, Media, or Fine Arts. These additional skills may be listed on the major skills documents of other majors.

### SKILLS:

- Advertising and Communications
- Audio and Broadcast Development
- Biological Patterning
- Business Management
- Concept Advertising Execution
- Economics
- Environmental Design
- Forecasting
- Framing
- Grant Writing/Crowdfunding
- Human Centered Design/Design Thinking
- Innovative Problem Solving
- Integrating Voice with Visual Communication
- Marketing Research and Strategies
- Modeling
- Multimedia Presentations
- Project Management
- Scanning
- Scenario Building
- Sustainability/ Sustainable Development
- Systems Thinking
- Web Development
- Writing for Media Platforms

### PROGRAM-SPECIFIC SOFTWARE:

- After Effects
- Illustrator
- InDesign
- Media Encoder
- Photoshop
- Premiere Pro

### GENERAL SOFTWARE:

- Google Suite
- Linux
- Mac OS X
- Microsoft Office Suite
- Windows OS

## **CAREER DEVELOPMENT RESOURCES:**

Opportunities for internships, employment, work studies, and freelancing are posted on [mcadcareerdevelopment.com](http://mcadcareerdevelopment.com). All current students and alumni have access to view and apply for these opportunities. New opportunities are posted frequently. The Career Development site also offers links to internship and employment resources, career development resources, and the option to submit your resume for critique and review. Students and/or alumni are welcome to register with Career Development for one-on-one employment assistance.

- Career and degree/major exploration
- Career development: resumes, cover letters, interview skills, professionalism, networking, and informational interviews
- Internship preparation, application, and registration
- Job and internship search strategies
- Job and internship listings and networking contacts
- Employer and alumni connections and mentorship
- Visit us at <https://mcad.edu/facilities-and-services/career-development>

Becky Bates  
Director of Career Development  
[bbates268@mcad.edu](mailto:bbates268@mcad.edu)  
612.874.3721

Sam Wencil  
Career Development Advisor  
[swencil@mcad.edu](mailto:swencil@mcad.edu)  
612.874.3840