The Master of Business Administration program (Master of Business Administration in Management program in New York) blends management theory with real-world applications, emphasizing practical skills and concepts businesses demand from management professionals. Providing a comprehensive business education, the program is designed to enable students to develop management expertise and advance their knowledge and skills in areas such as corporate management, directing cross-disciplinary endeavors and integrating functions across the business enterprise.

**Entrepreneurship Concentration**

If you’re interested in starting a small business, sustaining a new venture or developing skills highly valued by corporations, then earning an MBA with a concentration in Entrepreneurship from Keller can help you realize your goals.

Our program focuses on the new venture lifecycle, from the initial conceptualization of a business idea, to its realistic planning, funding and execution. In addition, you can gain an understanding of successful marketing and exits strategies. Integrating fundamental theory and practical application, our MBA program with a concentration in Entrepreneurship is designed to prepare you with the general operation management skills you need to grow a competitive and enduring enterprise in the current business environment.

**Knowledge and Skills**

**Management Theory and Practices**
Demonstrate in-depth knowledge of enterprise-wide functions relevant in the global economy.

**Professional Communication**
— Demonstrate professional oral and written communication skills through written reports, research projects, business plans and oral presentations.

**Collaboration**
— Collaborate effectively with diverse populations in multiple settings.

**Problem Solving**
— Analyze information to solve business problems through comprehensive research and use of appropriate technologies.

**Technology**
— Apply analytical tools and applications to develop analyses and solutions to address the needs of global stakeholders.

**Marketing and Exit Strategies**
— Analyze various corporate structures to differentiate the factors new ventures use to successfully compete, and evaluate the resources required to operate the business.

**Venture Finance**
— Evaluate the options an entrepreneur has to meet the ultimate goal of return on investment and other financial goals for generating financial capital.

**Planning and Execution**
— Demonstrate the entrepreneurial process from idea generation to business formation.

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* Earn your master's and get a Graduate Certificate along the way. These six courses make up the Entrepreneurship Graduate Certificate, which is embedded in this program, allowing you to leave with two credentials in one.