

ENTREPRENEURSHIP FOR BUSINESS MAJORS - MINOR

Ambassador Crawford College of Business and Entrepreneurship
 Department of Marketing and Entrepreneurship
www.kent.edu/business/marketing

About This Program

The Entrepreneurship for Business Majors minor brings an entrepreneurial perspective to students' major in business. Entrepreneurship is more than a set of tools and techniques for starting and growing a business. It is a mindset, a creative way of looking at opportunities, a passion, doing what one loves, a challenge, persistence and creating wealth and operating a business, whether one owns it or not. Students in the minor are immersed in the entrepreneurial process through coursework, entrepreneurial projects and exposure to many entrepreneurs in the community. Students are prepared for the various aspects of starting a business, acquiring a business, corporate entrepreneurship or working for a small business.

Contact Information

- Acting Department Chair: **Robert Jewell, Ph.D.** | rjewell1@kent.edu | 330-672-1263
- Speak with an Advisor
- Chat with an Admissions Counselor

Program Delivery

- Delivery:**
 - In person
- Location:**
 - Kent Campus

Admission Requirements

Admission to a minor is open to students declared in a bachelor's degree, the A.A.B. or A.A.S. degree or the A.T.S. degree (not Individualized Program major). Students declared only in the A.A. or A.S. degree or the A.T.S. degree in Individualized Program may not declare a minor. Students may not pursue a minor and a major in the same discipline.

To declare the Entrepreneurship for Business Majors minor, students must have a minimum 2.000 overall Kent State University GPA. No Kent State University GPA is required if the student is a first-semester freshman or transfer student admitted in good standing.

Only students declared in a major in the College of Business Administration may declare the minor.

Program Requirements

Minor Requirements

| Code | Title | Credit Hours |
|---------------------------|------------------------------------|--------------|
| Minor Requirements | | |
| ECON 22060 | PRINCIPLES OF MICROECONOMICS (KSS) | 3 |
| ENTR 27056 | INTRODUCTION TO ENTREPRENEURSHIP | 3 |
| ENTR 27466 | SPEAKER SERIES IN ENTREPRENEURSHIP | 1 |

| | | |
|---|--|---|
| ENTR 37040 | ENTREPRENEURIAL TOOLS ¹ | 3 |
| ENTR 47047 | STRATEGIC DILEMMAS IN ENTREPRENEURSHIP | 3 |
| Minor Electives, choose from the following: | | 6 |
| ACCT 33013 | TAX FOR ENTREPRENEURS | |
| ENTR 27192 | BEGINNING PRACTICUM (ELR) | |
| ENTR 37045 | SALES IN THE ENTREPRENEURIAL VENTURE | |
| ENTR 37065 | ENTREPRENEURIAL FINANCE | |
| ENTR 37070 | SOCIAL ENTREPRENEURSHIP | |
| ENTR 37075 | ENTREPRENEURIAL MARKETING | |
| ENTR 37192 | ADVANCED PRACTICUM (ELR) | |
| ENTR 37195 | SPECIAL TOPICS IN ENTREPRENEURSHIP I | |
| ENTR 47070 | NEW ENTERPRISE FORMATION | |
| ENTR 47091 | SEMINAR IN ENTREPRENEURSHIP | |
| ENTR 47189 | INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP (ELR) | |
| ENTR 47195 | SPECIAL TOPICS IN ENTREPRENEURSHIP II | |
| FDM 35280 | FASHION ENTREPRENEURSHIP | |
| MKTG 35056 | SOCIAL MEDIA MARKETING | |
| MKTG 45047 | ADVANCED PROFESSIONAL SELLING | |
| MKTG 45049 | SALES FORCE LEADERSHIP | |
| MKTG 45051 | DIGITAL MARKETING | |

Minimum Total Credit Hours: 19

- ¹ Managerial Marketing majors must take MMTG 35011.
² ACCT 33013 is designed specifically for Entrepreneurship students rather than Accounting students.

Graduation Requirements

| Minimum Minor GPA | Minimum Overall GPA |
|-------------------|---------------------|
| 2.000 | 2.000 |

- Students may not pursue a minor and major in the same discipline.
- Minimum 6 credit hours in the minor must be upper-division coursework (30000 and 40000 level).
- Minimum 6 credit hours in the minor must be outside of the course requirements for any major or other minor the student is pursuing.
- Minimum 50 percent of the total credit hours for the minor must be taken at Kent State (in residence).

Program Learning Outcomes

Graduates of this program will be able to:

- Demonstrate an understanding of the entrepreneurial process.
- Demonstrate an understanding of the strategic and financial components entrepreneurs are faced with in order to success as an entrepreneur.
- Demonstrate an understanding of the strategic consequences faced by an entrepreneur.