Description

The Bachelor of Business Administration degree in Entrepreneurship provides students with the academic background and experiential opportunities needed to view business opportunities from an entrepreneurial perspective. The program helps students recognize market and business opportunities and learn when to seize them or take action, all while operating within the context of limited resources and creating value for the customer. The program contains numerous opportunities to experience entrepreneurship firsthand. During their senior year, students earn course credit by launching and running a business of their own creation. A practicum can earn students credit while developing their own business or assisting an entrepreneur with his or her business. Students have many opportunities to meet experienced entrepreneurs who discuss their successes and failures in business. Courses in the major are hands-on, with experiential learning central to the course format.

Fully Offered At:
• Kent Campus

Accreditation

AACSB, International - The Association to Advance Collegiate Schools of Business

Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

Freshman Students on the Kent Campus: The freshman admission policy on the Kent Campus is selective. Admission decisions are based upon the following: cumulative grade point average, ACT and/or SAT scores, strength of high school college preparatory curriculum and grade trends. The Admissions Office at the Kent Campus may defer the admission of students who do not meet admissions criteria but who demonstrate areas of promise for successful college study. Deferred applicants may begin their college coursework at one of seven Regional Campuses of Kent State University. For more information on admissions, including additional requirements for some academic programs, visit the admissions website for new freshmen.

Freshman Students on the Regional Campuses: Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Regional Academic Center in Twinsburg, have open enrollment admission for students who hold a high school diploma, GED or equivalent.

English Language Proficiency Requirements for International Students: All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score or minimum 48 PTE Academic score, or by completing the ELS level 112 Intensive Program. For more information on international admission, visit the Office of Global Education’s admission website.

Transfer, Transitioning and Former Students: For more information about admission criteria for transfer, transitioning and former students, please visit the admissions website.

A overall GPA of at least 2.25 is required for admission into the College of Business Administration. Students who have previously attended Kent State and have completed (or the equivalent of), MATH 11010, COMM 15000, ENG 21011 and ENTR 27056 must have earned a minimum C grade.

Program Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate an understanding of and ability to apply the entrepreneurial process for the purpose of creating a new venture.
2. Demonstrate an understanding of methods needed for capital formation and financial management in the new venture and the ability to apply basic financial skills.
3. Demonstrate an understanding of the marketing function in a new venture, including the role and importance of personal selling.
4. Demonstrate the ability to develop a business plan for a new venture.
5. Demonstrate the ability to engage in effective written and oral communication and to work effectively with others.
6. Understand the entrepreneurial ecosystem and be prepared to interact with individuals within the system, demonstrating basic networking and interpersonal skills necessary for success in obtaining an initial position or in successfully launching their own business.

Graduates of all Bachelor of Business Administration programs will be able to:

1. Recall strategic frameworks that are used to make business decisions.
2. Perform basic calculations using quantitative tools that are used to support business decisions.
3. Articulate and deliberate their ideas in writing.
4. Articulate and deliberate their ideas orally.
5. Identify ethical dilemmas and stakeholders.
6. Recommend alternatives and consequences and choose a reasoned conclusion from the alternatives given.
7. Identify global factors in making a business decision.
8. Analyze global factors in making a business decision.

University Requirements

All students in a bachelor’s degree program at Kent State University must complete the following university requirements for graduation.
**Major Requirements (courses count in major GPA)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENTR 27056</td>
<td>INTRODUCTION TO ENTREPRENEURSHIP (min C grade)</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 27466</td>
<td>SPEAKER SERIES IN ENTREPRENEURSHIP</td>
<td>1</td>
</tr>
<tr>
<td>ENTR 37040</td>
<td>ENTREPRENEURIAL TOOLS (min C grade)</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 37045</td>
<td>SALES IN THE ENTREPRENEURIAL VENTURE</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 37065</td>
<td>ENTREPRENEURIAL FINANCE</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 37075</td>
<td>ENTREPRENEURIAL MARKETING</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 37080</td>
<td>NEW VENTURE CREATION (WIC) (min C grade)</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 47048</td>
<td>ENTREPRENEURIAL EXPERIENCE I (ELR) (min C grade)</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 47049</td>
<td>ENTREPRENEURIAL EXPERIENCE II (min C grade)</td>
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**Major Elective, choose from the following:**

<table>
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<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>ENTR 27466</td>
<td>ENTREPRENEURIAL INTRODUCTION TO ENTREPRENEURSHIP</td>
</tr>
<tr>
<td>ENTR 37040</td>
<td>ENTREPRENEURIAL TOOLS</td>
</tr>
<tr>
<td>ENTR 37045</td>
<td>SALES IN THE ENTREPRENEURIAL VENTURE</td>
</tr>
<tr>
<td>ENTR 37065</td>
<td>ENTREPRENEURIAL FINANCE</td>
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<tr>
<td>ENTR 37075</td>
<td>ENTREPRENEURIAL MARKETING</td>
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<td>ENTR 37080</td>
<td>NEW VENTURE CREATION (WIC)</td>
</tr>
<tr>
<td>ENTR 47048</td>
<td>ENTREPRENEURIAL EXPERIENCE I (ELR)</td>
</tr>
<tr>
<td>ENTR 47049</td>
<td>ENTREPRENEURIAL EXPERIENCE II (ELR)</td>
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</table>

**Additional Requirements (courses do not count in major GPA)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ACCT 23020</td>
<td>INTRODUCTION TO FINANCIAL ACCOUNTING</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 23021</td>
<td>INTRODUCTION TO MANAGERIAL ACCOUNTING</td>
<td>3</td>
</tr>
<tr>
<td>BUS 10123</td>
<td>EXPLORING BUSINESS</td>
<td>3</td>
</tr>
<tr>
<td>BUS 30061</td>
<td>BUSINESS PROFESSIONAL PRACTICES</td>
<td>2</td>
</tr>
<tr>
<td>COMM 15000</td>
<td>INTRODUCTION TO HUMAN COMMUNICATION (KADL) (min C grade)</td>
<td>3</td>
</tr>
<tr>
<td>ECON 22060</td>
<td>PRINCIPLES OF MICROECONOMICS (KSS)</td>
<td>3</td>
</tr>
<tr>
<td>ECON 22061</td>
<td>PRINCIPLES OF MACROECONOMICS (KSS)</td>
<td>3</td>
</tr>
<tr>
<td>ENG 30061</td>
<td>WRITING IN BUSINESS</td>
<td>2</td>
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<tr>
<td>FIN 26074</td>
<td>LEGAL ENVIRONMENT OF BUSINESS</td>
<td>3</td>
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<td>FIN 36053</td>
<td>BUSINESS FINANCE</td>
<td>3</td>
</tr>
<tr>
<td>MATH 11010</td>
<td>ALGEBRA FOR CALCULUS (KMCR) (min C grade)</td>
<td>3</td>
</tr>
<tr>
<td>MATH 11012</td>
<td>INTUITIVE CALCULUS (KMCR)</td>
<td>3-5</td>
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<tr>
<td>or MATH 12002</td>
<td>ANALYTIC GEOMETRY AND CALCULUS I (KMCR)</td>
<td>3</td>
</tr>
<tr>
<td>MIS 24053</td>
<td>INTRODUCTION TO COMPUTER APPLICATIONS</td>
<td>3</td>
</tr>
<tr>
<td>MIS 24056</td>
<td>FUNDAMENTALS OF BUSINESS STATISTICS</td>
<td>3</td>
</tr>
<tr>
<td>MIS 24163</td>
<td>PRINCIPLES OF MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>MIS 34060</td>
<td>OPERATIONS MANAGEMENT</td>
<td>3</td>
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<tr>
<td>MIS 44285</td>
<td>INTEGRATED BUSINESS POLICY AND STRATEGY</td>
<td>3</td>
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<tr>
<td>MKTG 25010</td>
<td>PRINCIPLES OF MARKETING</td>
<td>3</td>
</tr>
<tr>
<td>UC 10097</td>
<td>DESTINATION KENT STATE: FIRST YEAR EXPERIENCE</td>
<td>1</td>
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</tbody>
</table>

**Kent Core Requirements**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits/ Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kent Core Composition (KCMP)</td>
<td>6</td>
</tr>
<tr>
<td>Kent Core Mathematics and Critical Reasoning (KMCR)</td>
<td>3</td>
</tr>
<tr>
<td>Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)</td>
<td>9</td>
</tr>
<tr>
<td>Kent Core Social Sciences (KSS) (must be from two disciplines)</td>
<td>6</td>
</tr>
<tr>
<td>Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)</td>
<td>6-7</td>
</tr>
<tr>
<td>Kent Core Additional (KADL)</td>
<td>6</td>
</tr>
</tbody>
</table>

**Total Credit Hours:** 36-37

**Program Requirements**

**Major Requirements**

- **ENTR 27056**: INTRODUCTION TO ENTREPRENEURSHIP (min C grade)
- **ENTR 27466**: SPEAKER SERIES IN ENTREPRENEURSHIP
- **ENTR 37040**: ENTREPRENEURIAL TOOLS (min C grade)
- **ENTR 37045**: SALES IN THE ENTREPRENEURIAL VENTURE
- **ENTR 37065**: ENTREPRENEURIAL FINANCE
- **ENTR 37075**: ENTREPRENEURIAL MARKETING
- **ENTR 37080**: NEW VENTURE CREATION (WIC) (min C grade)
- **ENTR 47048**: ENTREPRENEURIAL EXPERIENCE I (ELR) (min C grade)
- **ENTR 47049**: ENTREPRENEURIAL EXPERIENCE II (min C grade)

**Minor Elective, choose from the following:**

- **ENTR 27056**: INTRODUCTION TO ENTREPRENEURSHIP
- **ENTR 37040**: ENTREPRENEURIAL TOOLS
- **ENTR 37045**: SALES IN THE ENTREPRENEURIAL VENTURE
- **ENTR 37065**: ENTREPRENEURIAL FINANCE
- **ENTR 37075**: ENTREPRENEURIAL MARKETING
- **ENTR 37080**: NEW VENTURE CREATION (WIC)
- **ENTR 47048**: ENTREPRENEURIAL EXPERIENCE I (ELR)
- **ENTR 47049**: ENTREPRENEURIAL EXPERIENCE II (ELR)

**NOTE:** University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.
A student changing to the College of Business Administration or transferring may be waived out of BUS 10123 if:
1. 30 or more credit hours have been earned and any two classes (from ACCT 23020, ACCT 23021, FIN 26074, MIS 24163, MKTG 25010 or MIS 24053) have successfully been completed.
2. 60 or more credit hours have been earned and the student has successfully completed one course from (ACCT 23020, ACCT 23021, FIN 26074, MIS 24163, MKTG 25010 or MIS 24053)
3. At the discretion of the Dean's Office, the student has sufficient breadth and depth of knowledge in a business field (as demonstrated by a CLEP exam or Credit by Exam) but does not meet the requirements listed above.

Students who have transferred ENG 30063 from another institution may use it as a substitute for ENG 30061.

If a student has taken MATH 10041 they may use it in place of MIS 24056.

Minimum C grade in ENG 21011 or HONR 20197.

Students may take or use any course at any level as long as the minimum 39-credit hours requirement for upper-division courses is satisfied for graduation with a B.B.A. Expectations: Maximum 4 credit hours of physical education activity (PEB) courses and maximum 4 credit hours for courses in applied music and music ensembles (MUS courses with a second digit of 5, 6 or 7) combined may be counted toward the 120 total credit hours or 39-upper-division-hours graduation requirement. General elective courses may be selected from any area and at any level provided students do not go over the PEB, applied music and ensemble music restriction and they satisfy the 39 credit hours upper-division requirements. There is no limit on other music coursework. Any other exceptions must be approved by the assistant dean. A minor (business or non-business) is encouraged.

Progression Requirements

Progression in this major: Minimum 2.250 overall GPA, minimum C grade in COMM 15000, ENG 21011, ENTR 27056, ENTR 37040, ENTR 37080 and MATH 11010.

Graduation Requirements

<table>
<thead>
<tr>
<th>Minimum Major GPA</th>
<th>Minimum Overall GPA</th>
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<tbody>
<tr>
<td>2.250</td>
<td>2.250</td>
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</tbody>
</table>

- Entrepreneurship majors will not get credit for ENTR 17001 or ENTR 17002.
- Students are permitted to register for ENTR 47049 while taking ENTR 47048.
- For students double majoring in Managerial Marketing and Entrepreneurship; MMTG 35011 will substitute for ENTR 37040, but not vice versa because MMTG 35011 is a writing intensive course.
- Entrepreneurship majors who are also majoring in either Marketing or Managerial Marketing, and who have taken ENTR 37045, are not required to take MKTG 45046 for the Marketing major or MMTG 45030 for the Managerial Marketing major or minor; however, a Marketing or Managerial Marketing major cannot waive ENTR 37045 by taking either MKTG 45046 or MMTG 45030.
- The creation of an Entrepreneurial Executive Apprenticeship gives students the flexibility of either starting their own business or working for a start-up in the region. In some cases, and with approval of department chair, ENTR 47292 may substitute for either Entrepreneurial Executive Apprenticeship I or Entrepreneurial Executive Apprenticeship II.
- While students may choose both Entrepreneurial Experience I and Entrepreneurial Experience II and Entrepreneurial Executive Apprenticeship I and Entrepreneurial Executive Apprenticeship II, they would be unnecessarily duplicating a capstone experience and the heavy time commitment for both is such that they cannot be taken at the same time.

General Degree Requirement for a Bachelor of Business Administration

1. Students must complete at least 50 percent of business credit hours (required for the business degree) in-residence on a Kent State University campus.
2. To earn a College of Business Administration minor, students must complete at least 50 percent of the total required credit hours for the minor at Kent State University, at least 6 credit hours in the minor must be at the upper division (30-40000 level), and at least 6 credit hours in the minor must be different from courses in the student’s major and minor(s). Students may not pursue a minor and major in the same discipline.
3. A minimum 2,500 GPA must be earned for all work carried at Kent State University for the accounting, business management, computer information systems, finance, general business, human resource management, managerial marketing and marketing majors. The economics and entrepreneurship majors require a minimum cumulative 2,250 GPA. A minimum 2,500 GPA must be earned in the major field (which includes all major requirements and major electives for the accounting, business management, computer information systems, finance, general business, human resource management, managerial marketing and marketing majors). The economics and entrepreneurship majors require a 2,250 major GPA.
4. Students must complete two measures of outcomes assessment as specified by the College of Business Administration for complete satisfaction of the B.B.A.
## Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester One</strong></td>
<td></td>
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</tr>
<tr>
<td>BUS 10123</td>
<td>EXPLORING BUSINESS</td>
<td>3</td>
</tr>
<tr>
<td>COMM 15000</td>
<td>INTRODUCTION TO HUMAN COMMUNICATION (KADL)</td>
<td>3</td>
</tr>
<tr>
<td>MATH 11010</td>
<td>ALGEBRA FOR CALCULUS (KMCR)</td>
<td>3</td>
</tr>
<tr>
<td>UC 10097</td>
<td>DESTINATION KENT STATE: FIRST YEAR EXPERIENCE</td>
<td>1</td>
</tr>
<tr>
<td>Kent Core Requirement</td>
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<td>Kent Core Requirement</td>
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<tr>
<td><strong>Credit Hours</strong></td>
<td></td>
<td>16</td>
</tr>
<tr>
<td><strong>Semester Two</strong></td>
<td></td>
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</tr>
<tr>
<td>! ENTR 27056</td>
<td>INTRODUCTION TO ENTREPRENEURSHIP</td>
<td>3</td>
</tr>
<tr>
<td>! ENTR 27466</td>
<td>SPEAKER SERIES IN ENTREPRENEURSHIP</td>
<td>1</td>
</tr>
<tr>
<td>MATH 11012 or</td>
<td>INTUITIVE CALCULUS (KMCR) or ANALYTIC GEOMETRY AND CALCULUS I (KMCR)</td>
<td>3</td>
</tr>
<tr>
<td>MIS 24053</td>
<td>INTRODUCTION TO COMPUTER APPLICATIONS</td>
<td>3</td>
</tr>
<tr>
<td>Kent Core Requirement</td>
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<td>Kent Core Requirement</td>
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<tr>
<td><strong>Credit Hours</strong></td>
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<td>16</td>
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<tr>
<td><strong>Semester Three</strong></td>
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<tr>
<td>Required: minimum overall GPA of 2.250 by the end of this semester</td>
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<tr>
<td>FIN 26074</td>
<td>LEGAL ENVIRONMENT OF BUSINESS</td>
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<td>ACCT 23020</td>
<td>INTRODUCTION TO FINANCIAL ACCOUNTING</td>
<td>3</td>
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<td>ECON 22060</td>
<td>PRINCIPLES OF MICROECONOMICS (KSS)</td>
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<td><strong>Credit Hours</strong></td>
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<tr>
<td><strong>Semester Four</strong></td>
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<tr>
<td>Required for progression in the major: Minimum 2.250 overall GPA, minimum C grade in COMM 15000, ENG 21011, MATH 11010 and ENTR 27056.</td>
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<tr>
<td>ACCT 23021</td>
<td>INTRODUCTION TO MANAGERIAL ACCOUNTING</td>
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<tr>
<td>ECON 22061</td>
<td>PRINCIPLES OF MACROECONOMICS (KSS)</td>
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<tr>
<td>! ENTR 37040</td>
<td>ENTREPRENEURIAL TOOLS</td>
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<tr>
<td>MIS 24056</td>
<td>FUNDAMENTALS OF BUSINESS STATISTICS</td>
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<tr>
<td>MKTG 25010</td>
<td>PRINCIPLES OF MARKETING</td>
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<tr>
<td><strong>Credit Hours</strong></td>
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<tr>
<td><strong>Semester Five</strong></td>
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<td>Required: minimum overall GPA of 2.250 by the end of this semester</td>
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<td>! ENTR 37075</td>
<td>ENTREPRENEURIAL MARKETING</td>
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<tr>
<td>! FIN 36053</td>
<td>BUSINESS FINANCE</td>
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<td>MIS 24163</td>
<td>PRINCIPLES OF MANAGEMENT</td>
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<td>Major elective</td>
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<td><strong>Credit Hours</strong></td>
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<td>15</td>
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<tr>
<td><strong>Semester Six</strong></td>
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</tr>
<tr>
<td>Required: minimum overall GPA of 2.250 by the end of this semester</td>
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</tr>
<tr>
<td>! ENTR 37080</td>
<td>NEW VENTURE CREATION (WIC)</td>
<td>3</td>
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