

ENTREPRENEURSHIP - B.B.A.

College of Business Administration

Department of Marketing and Entrepreneurship
534 Business Administration Building
Kent Campus
330-672-2170
marketing@kent.edu
www.kent.edu/business/marketing

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 score, or by completing the ESL 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.

NOTE: University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

Destination Kent State: First Year Experience	1
Course is not required for students with 25 transfer credits, excluding College Credit Plus, or age 21+ at time of admission.	
Diversity Domestic/Global (DIVD/DIVG)	2 courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 (or 42)
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. Students in a B.A. and/or B.S. degree in the College of Arts and Sciences must complete 42 upper-division credit hours.	
Total Credit Hour Requirement	120
Some bachelor's degrees require students to complete more than 120 credit hours.	

Kent Core Requirements

Kent Core Composition (KCOMP)	6
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)	9
Kent Core Social Sciences (KSS) (must be from two disciplines)	6
Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)	6-7
Kent Core Additional (KADL)	6
Total Credit Hours:	36-37

Program Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
ENTR 27056	INTRODUCTION TO ENTREPRENEURSHIP (min C grade)	3
ENTR 27466	SPEAKER SERIES IN ENTREPRENEURSHIP	1
ENTR 37040	ENTREPRENEURIAL TOOLS (min C grade)	3
ENTR 37045	SALES IN THE ENTREPRENEURIAL VENTURE	3
ENTR 37065	ENTREPRENEURIAL FINANCE	3
ENTR 37075	ENTREPRENEURIAL MARKETING	3
ENTR 37080	NEW VENTURE CREATION (WIC) (min C grade)	3
ENTR 47048	ENTREPRENEURIAL EXPERIENCE I (ELR) (min C grade)	3
ENTR 47049	ENTREPRENEURIAL EXPERIENCE II (min C grade)	3
Major Elective, choose from the following:		3
ENTR 37070	SOCIAL ENTREPRENEURSHIP	
ENTR 37195	SPECIAL TOPICS IN ENTREPRENEURSHIP I	
ENTR 45096	INDIVIDUAL INVESTIGATION IN ENTREPRENEURSHIP	

ENTR 47187	INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP	
ENTR 47292	ENTREPRENEURIAL INTERNSHIP (ELR)	
FDM 35280	FASHION ENTREPRENEURSHIP	
MKTG 35056	SOCIAL MEDIA MARKETING	
MKTG 45047	ADVANCED PROFESSIONAL SELLING	
TECH 43060	MANAGEMENT OF TECHNOLOGY INNOVATION	
Additional Requirements (courses do not count in major GPA)		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BUS 10123	EXPLORING BUSINESS ¹	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
CIS 24053	INTRODUCTION TO COMPUTER APPLICATIONS	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL) (min C grade)	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
FIN 26074	LEGAL ENVIRONMENT OF BUSINESS	3
FIN 36053	BUSINESS FINANCE	3
MATH 11010	ALGEBRA FOR CALCULUS (KMCR) (min C grade)	3
MATH 11012	INTUITIVE CALCULUS (KMCR)	3-5
or MATH 12002	ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	
MGMT 24056	BUSINESS ANALYTICS I	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
MGMT 34060	OPERATIONS MANAGEMENT	3
MGMT 34156	BUSINESS ANALYTICS II	3
or MKTG 35061	MARKETING ANALYTICS	
MGMT 44285	INTEGRATED BUSINESS POLICY AND STRATEGY	3
MKTG 25010	PRINCIPLES OF MARKETING	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Composition (min C grade) ³		6
Kent Core Humanities and Fine Arts (minimum one course from each)		9
Kent Core Social Sciences		3
Kent Core Basic Sciences (must include one laboratory)		6-7
General Electives (total credit hours depends on earning 120 credit hours including 39 upper-division credit hours) ⁴		12
Minimum Total Credit Hours:		120

- A student changing to the College of Business Administration or transferring may be waived out of BUS 10123 if:
 - 30 or more credit hours have been earned and any two classes (from ACCT 23020, ACCT 23021, FIN 26074, MGMT 24163, MKTG 25010 or CIS 24053) have successfully been completed.
 - 60 or more credit hours have been earned and the student has successfully completed one course from (ACCT 23020, ACCT 23021, FIN 26074, MGMT 24163, MKTG 25010 or CIS 24053)
 - 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 taken MATH 10041 for another program may use it as a substitute for MGMT 24056.
- Minimum C grade in ENG 21011 or HONR 20197.

- ⁴ 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 Activity, Wellness and Sport (PWS) courses 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 PWS restriction and they satisfy the 39 credit hours upper-division requirements. 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

Minimum Major GPA	Minimum Overall GPA
2.250	2.250

- 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 35030 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 35030.
- Students must complete at least 50 percent of business credit hours (required for the business degree) in-residence on a Kent State University campus.
- 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.

Semester One		Credits
BUS 10123	EXPLORING BUSINESS	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
MATH 11010	ALGEBRA FOR CALCULUS (KMCR)	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
Semester Two		Credits
CIS 24053	INTRODUCTION TO COMPUTER APPLICATIONS	3
! ENTR 27056	INTRODUCTION TO ENTREPRENEURSHIP	3
! ENTR 27466	SPEAKER SERIES IN ENTREPRENEURSHIP	1
MATH 11012	INTUITIVE CALCULUS (KMCR)	3
or	or ANALYTIC GEOMETRY AND CALCULUS I	
MATH 12002	(KMCR)	
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		17
Semester Three		Credits
Required: minimum overall GPA of 2.250 by the end of this semester		
FIN 26074	LEGAL ENVIRONMENT OF BUSINESS	3
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		15
Semester Four		Credits
Required for progression in the major: Minimum 2.250 overall GPA, minimum C grade in COMM 15000, ENG 21011, MATH 11010 and ENTR 27056.		
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
! ENTR 37040	ENTREPRENEURIAL TOOLS	3
MGMT 24056	BUSINESS ANALYTICS I	3
MKTG 25010	PRINCIPLES OF MARKETING	3
Credit Hours		15
Semester Five		Credits
Required: minimum overall GPA of 2.250 by the end of this semester		
! ENTR 37075	ENTREPRENEURIAL MARKETING	3
! FIN 36053	BUSINESS FINANCE	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
MGMT 34060	OPERATIONS MANAGEMENT	3
Major elective		3
Credit Hours		15
Semester Six		Credits
Required: minimum overall GPA of 2.250 by the end of this semester		

BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
! ENTR 37080	NEW VENTURE CREATION (WIC)	3
ENTR 37065	ENTREPRENEURIAL FINANCE	3
MGMT 34156	BUSINESS ANALYTICS II	3
or	or MARKETING ANALYTICS	
MKTG 35061		
Kent Core Requirement		3
Credit Hours		15
Semester Seven		Credits
Required: minimum overall GPA of 2.250 by the end of this semester		
! ENTR 37045	SALES IN THE ENTREPRENEURIAL VENTURE	3
ENTR 47048	ENTREPRENEURIAL EXPERIENCE I (ELR)	3
Kent Core Requirement		3
General Electives		6
Credit Hours		15
Semester Eight		Credits
Required: minimum overall GPA of 2.250 and completion of The Assurance of Learning Assessment given in MGMT 44285		
ENTR 47049	ENTREPRENEURIAL EXPERIENCE II	3
MGMT 44285	INTEGRATED BUSINESS POLICY AND STRATEGY	3
General Electives		6
Credit Hours		12
Minimum Total Credit Hours:		120