ENTREPRENEURSHIP FOR BUSINESS MAJORS - MINOR

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

Contact Information
- Program Coordinator:
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- Speak with an Advisor

Fully Offered
- Kent Campus

Description
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.

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 2.250 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>ECON 22060</td>
<td>PRINCIPLES OF MICROECONOMICS (KSS)</td>
<td>3</td>
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<tr>
<td>ENTR 27056</td>
<td>INTRODUCTION TO ENTREPRENEURSHIP</td>
<td>3</td>
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<tr>
<td>ENTR 27466</td>
<td>SPEAKER SERIES IN ENTREPRENEURSHIP</td>
<td>1</td>
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<td>ENTR 37040</td>
<td>ENTREPRENEURIAL TOOLS 1</td>
<td>3</td>
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ENTR 47047   STRATEGIC DILEMMAS IN ENTREPRENEURSHIP   3
Minor Electives, choose from the following:                         6
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 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                

Minimum Total Credit Hours: 19

1 Managerial Marketing majors must take MKTG 35011.

Graduation Requirements
Minimum Minor GPA   Minimum Overall GPA
2.250               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).