ENTREPRENEURSHIP FOR BUSINESS MAJORS - MINOR

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
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. The Entrepreneurship minor brings an entrepreneurial perspective to students’ major fields of study. Students 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.

Fully Offered At:
• Kent Campus

Admission Requirements
Admission to a minor is open to students enrolled 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 enrolled 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.

• Minimum 2.250 Kent State GPA; or if new freshman, no established GPA is required.

Minor Requirements

Minimum Total Credit Hours: 19

Graduation Requirements
Minimum Minor GPA 2.250

• 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 (30000 and 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.

• In calculating minor GPA, all attempts in 30000- and 40000-level courses required in the minor will be counted.

ENTR 47195 SPECIAL TOPICS IN ENTREPRENEURSHIP II
FDM 35280 FASHION ENTREPRENEURSHIP
MKTG 35056 SOCIAL MEDIA MARKETING
MKTG 45047 ADVANCED PROFESSIONAL SELLING

Minor Requirements

ACCT 23020 INTRODUCTION TO FINANCIAL ACCOUNTING
ECON 22060 PRINCIPLES OF MICROECONOMICS (KSS)
ENTR 27056 INTRODUCTION TO ENTREPRENEURSHIP
ENTR 27466 SPEAKER SERIES IN ENTREPRENEURSHIP
ENTR 47047 STRATEGIC DILEMMAS IN ENTREPRENEURSHIP

Choose from the following:

ENTR 17001 START-UP ENTREPRENEURS
ENTR 17002 ENTREPRENEURIAL MINDSET
ENTR 27192 BEGINNING PRACTICUM (ELR)
ENTR 37045 SALES IN THE ENTREPRENEURIAL VENTURE
ENTR 37065 ENTREPRENEURIAL FINANCE
ENTR 37075 ENTREPRENEURIAL MARKETING
ENTR 37192 ADVANCED PRACTICUM (ELR)
ENTR 37195 SPECIAL TOPICS IN ENTREPRENEURSHIP I
ENTR 47091 SEMINAR IN ENTREPRENEURSHIP