ENTREPRENEURSHIP FOR NON-BUSINESS MAJORS - MINOR

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

Contact Information
• Program Coordinator:
  Denise Lee
dlee68@kent.edu
  330-672-9432
• Speak with an Advisor

Fully Offered
• Kent Campus

Description
The Entrepreneurship for Non-Business Majors minor brings an entrepreneurial perspective to students’ major fields of study. 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 Non-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 outside the College of Business Administration may declare the minor.

Program Requirements

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<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>
</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>ENTR 37040</td>
<td>ENTREPRENEURIAL TOOLS</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 37065</td>
<td>ENTREPRENEURIAL FINANCE</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 47047</td>
<td>STRATEGIC DILEMMAS IN ENTREPRENEURSHIP</td>
<td>3</td>
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Minor Elective, choose from the following: 3
- ENTR 37045  SALES IN THE ENTREPRENEURIAL VENTURE
- ENTR 37070  SOCIAL ENTREPRENEURSHIP
- ENTR 37075  ENTREPRENEURIAL MARKETING
- ENTR 47070  NEW ENTERPRISE FORMATION
- ENTR 47189  INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP (ERI)
- FDM 35280  FASHION ENTREPRENEURSHIP
- MKTG 35056  SOCIAL MEDIA MARKETING
- MKTG 45047  ADVANCED PROFESSIONAL SELLING

Minimum Total Credit Hours: 19

Graduation Requirements

<table>
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<tr>
<th>Minimum Minor GPA</th>
<th>Minimum Overall GPA</th>
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<tr>
<td>2.250</td>
<td>2.000</td>
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• 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).