

ENTREPRENEURSHIP FOR NON-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

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.

Fully Offered At:

- Kent Campus

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.

Minor Requirements

Code	Title	Credit Hours
Minor Requirements		
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
ENTR 27056	INTRODUCTION TO ENTREPRENEURSHIP	3
ENTR 27466	SPEAKER SERIES IN ENTREPRENEURSHIP	1
ENTR 37040	ENTREPRENEURIAL TOOLS	3
ENTR 37065	ENTREPRENEURIAL FINANCE	3
ENTR 47047	STRATEGIC DILEMMAS IN ENTREPRENEURSHIP	3

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 47187	INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP	
FDM 35280	FASHION ENTREPRENEURSHIP	
MKTG 35056	SOCIAL MEDIA MARKETING	
MKTG 45047	ADVANCED PROFESSIONAL SELLING	
Minimum Total Credit Hours:		19

Graduation Requirements

Minimum Minor GPA

2.250

- 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.
- 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).