

ENTREPRENEURSHIP - MINOR

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

About This Program

The Entrepreneurship minor brings an entrepreneurial perspective to students' major in business and other 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.

Contact Information

- **Haithem Zourrig, Ph.D.** | hzourrig@kent.edu | 330-672-1266
- Speak with an Advisor
- Chat with an Admissions Counselor

Program Delivery

- **Delivery:**
 - In person
- **Location:**
 - 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 minor, students must have a minimum 2.000 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.

Program Requirements

Code	Title	Credit Hours
Minor Requirements		
ENTR 37040	ENTREPRENEURIAL TOOLS	3
ENTR 37075	ENTREPRENEURIAL MARKETING	3
ENTR 37080	NEW VENTURE CREATION (WIC)	3
Minor Electives, choose from the following:		6
ENTR 47292	ENTREPRENEURIAL INTERNSHIP (ELR)	
ENTR 37045	SALES IN THE ENTREPRENEURIAL VENTURE	
ENTR 37065	ENTREPRENEURIAL FINANCE	
ENTR 37070	SOCIAL ENTREPRENEURSHIP	
ENTR 37195	SPECIAL TOPICS IN ENTREPRENEURSHIP I	

ENTR 47091	SEMINAR IN ENTREPRENEURSHIP
ENTR 47189	INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP (ELR)
ENTR 47195	SPECIAL TOPICS IN ENTREPRENEURSHIP II
ENTR 47047	STRATEGIC DILEMMAS IN ENTREPRENEURSHIP
FDM 35280	FASHION ENTREPRENEURSHIP
MKTG 35056	SOCIAL MEDIA MARKETING
MKTG 45047	ADVANCED PROFESSIONAL SELLING
MKTG 45051	DIGITAL MARKETING

Minimum Total Credit Hours: 15

Graduation Requirements

Minimum Minor GPA	Minimum Overall GPA
2.000	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).

Program Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate an understanding of the entrepreneurial process.
2. Demonstrate an understanding of the strategic and financial components entrepreneurs are faced with in order to success as an entrepreneur.
3. Demonstrate an understanding of the strategic consequences faced by an entrepreneur.