

# ENTREPRENEURSHIP - B.B.A.

Ambassador Crawford College of Business and Entrepreneurship  
Department of Marketing and Entrepreneurship  
[www.kent.edu/business/marketing](http://www.kent.edu/business/marketing)

## About This Program

Unleash your entrepreneurial spirit with Kent State's B.B.A. in Entrepreneurship. Our program combines classroom learning with real-world experience to help you develop the skills needed to launch and grow your own business. Enroll now and turn your dreams into reality. Read more...

## Contact Information

- Acting Department Chair: **Robert Jewell, Ph.D.** | [rjewell1@kent.edu](mailto:rjewell1@kent.edu) | 330-672-1263
- Speak with an Advisor
- Chat with an Admissions Counselor

## Program Delivery

- **Delivery:**
  - In person
- **Location:**
  - Kent Campus

## Examples of Possible Careers

- Business owner
- Business founder
- Sole-proprietor
- Entrepreneur

## Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

**First-Year Students on the Kent Campus:** First-year admission policy on the Kent Campus is selective. Admission decisions are based upon cumulative grade point average, strength of high school college preparatory curriculum and grade trends. Students not admissible to the Kent Campus may be administratively referred to one of the seven regional campuses to begin their college coursework. For more information, visit the admissions website for first-year students.

**First-Year Students on the Regional Campuses:** First-year admission to Kent State's campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, is open to anyone with a high school diploma or its equivalent. For more information on admissions, contact the Regional Campuses admissions offices.

**International Students:** All international students must provide proof of English language proficiency unless they meet specific exceptions. For more information, visit the admissions website for international students.

**Transfer Students:** Students who have attended any other educational institution after graduating from high school must apply as undergraduate transfer students. For more information, visit the admissions website for transfer students.

**Former Students:** Former Kent State students or graduates who have not attended another college or university since Kent State may complete the reenrollment or reinstatement form on the University Registrar's website.

Admission policies for undergraduate students may be found in the University Catalog.

Some programs may require that students meet certain requirements before progressing through the program. For programs with progression requirements, the information is shown on the Coursework tab.

A minimum 2.000 overall GPA is required for admission into this major. Students who have previously attended Kent State and have completed (or the equivalent of), MATH 11010, COMM 15000, ENG 21011 and ENTR 27056 must have earned a minimum C grade.

## Program Requirements

### Major Requirements

| Code   | Title   | Credit Hours |
|--|---|--------------|
| <b>Major Requirements (courses count in major GPA)</b>             |   |              |
| ENTR 27056   | INTRODUCTION TO ENTREPRENEURSHIP (min C grade)            | 3            |
| ENTR 27466   | SPEAKER SERIES IN ENTREPRENEURSHIP                        | 1            |
| ENTR 37040   | ENTREPRENEURIAL TOOLS (min C grade)                       | 3            |
| ENTR 37045   | SALES IN THE ENTREPRENEURIAL VENTURE                      | 3            |
| ENTR 37065   | ENTREPRENEURIAL FINANCE                                   | 3            |
| ENTR 37075   | ENTREPRENEURIAL MARKETING                                 | 3            |
| ENTR 37080   | NEW VENTURE CREATION (WIC) (min C grade)                  | 3            |
| ENTR 47048   | ENTREPRENEURIAL EXPERIENCE I (ELR) (min C grade)          | 3            |
| ENTR 47049   | ENTREPRENEURIAL EXPERIENCE II (min C grade)               | 3            |
| Major Elective, choose from the following: <sup>1</sup>            |   | 3            |
| ACCT 33013   | TAX FOR ENTREPRENEURS                                     |              |
| ENTR 37070   | SOCIAL ENTREPRENEURSHIP                                   |              |
| ENTR 37195   | SPECIAL TOPICS IN ENTREPRENEURSHIP I                      |              |
| ENTR 45096   | INDIVIDUAL INVESTIGATION IN ENTREPRENEURSHIP              |              |
| ENTR 47189   | INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP (DIVG) (ELR) |              |
| ENTR 47292   | ENTREPRENEURIAL INTERNSHIP (ELR)                          |              |
| FDM 35280  | FASHION ENTREPRENEURSHIP                                  |              |
| MKTG 35056   | SOCIAL MEDIA MARKETING                                    |              |
| MKTG 45047   | ADVANCED PROFESSIONAL SELLING                             |              |
| <b>Additional Requirements (courses do not count in major GPA)</b> |   |              |
| ACCT 23020   | INTRODUCTION TO FINANCIAL ACCOUNTING                      | 3            |
| ACCT 23021   | INTRODUCTION TO MANAGERIAL ACCOUNTING                     | 3            |
| BA 24056   | BUSINESS ANALYTICS I <sup>4</sup>                         | 3            |
| BA 34060   | OPERATIONS MANAGEMENT                                     | 3            |
| BA 34156   | BUSINESS ANALYTICS II                                     | 3            |
| or MKTG 35061  | MARKETING ANALYTICS                                       |              |
| BUS 10123  | EXPLORING BUSINESS <sup>2</sup>                           | 3            |
| BUS 30062  | ADVANCED PROFESSIONAL DEVELOPMENT                         | 3            |

|   |  |            |
|---|--|------------|
| CIS 24053   | INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES | 3          |
| COMM 15000  | INTRODUCTION TO HUMAN COMMUNICATION (KADL) (min C grade)     | 3          |
| ECON 22060  | PRINCIPLES OF MICROECONOMICS (KSS)                           | 3          |
| ECON 22061  | PRINCIPLES OF MACROECONOMICS (KSS)                           | 3          |
| FIN 26074   | LEGAL ENVIRONMENT OF BUSINESS                                | 3          |
| FIN 36053   | BUSINESS FINANCE   | 3          |
| MATH 11010  | ALGEBRA FOR CALCULUS (KMCR) (min C grade)                    | 3          |
| MATH 11012  | INTUITIVE CALCULUS (KMCR) <sup>3</sup>                       | 3-5        |
| or MATH 12002   | ANALYTIC GEOMETRY AND CALCULUS I (KMCR)                      |            |
| MGMT 24163  | PRINCIPLES OF MANAGEMENT                                     | 3          |
| MGMT 44285  | STRATEGIC MANAGEMENT   | 3          |
| MKTG 25010  | PRINCIPLES OF MARKETING                                      | 3          |
| UC 10001  | FLASHES 101  | 1          |
| UC 10162  | INTRODUCTION TO PROFESSIONAL DEVELOPMENT                     | 1          |
| Kent Core Composition <sup>5</sup>  |  | 6          |
| Kent Core Humanities and Fine Arts (minimum one course from each)   |  | 9          |
| Kent Core Social Sciences (must be from two disciplines)  |  | 3          |
| Kent Core Basic Sciences (must include one laboratory)  |  | 6-7        |
| General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) <sup>6</sup> |  | 12         |
| <b>Minimum Total Credit Hours:</b>  |  | <b>120</b> |

<sup>1</sup> Students may take more than one major elective.

<sup>2</sup> A student changing to a program in the college, transferring, or incoming students with college credits may be waived out of BUS 10123 if:

- 30 or more credit hours have been earned and any two classes (from ACCT 23020, ACCT 23021, FIN 26074, MGMT 24163, MKTG 25010 or CIS 24053) have successfully been completed.
- 60 or more credit hours have been earned and the student has successfully completed one course from (ACCT 23020, ACCT 23021, FIN 26074, MGMT 24163, MKTG 25010 or CIS 24053)
- At the discretion of the dean's office, the student has sufficient breadth and depth of knowledge in a business field (as demonstrated by a CLEP exam or Credit by Exam) but does not meet the requirements listed above.

<sup>3</sup> Students can take MATH 10051 or PHIL 21002 in place of MATH 11012 or MATH 12002. Taking MATH 10051 or PHIL 21002 will not replace a low grade in either MATH 11012 or MATH 12002. Students are required to take MATH 11012 or MATH 12002 if they change their major to, or want to double major in, Economics or Finance and/or intend to declare a minor in Data Analytics. Students who intend to enroll in certain graduate programs and/or are working toward Phi Beta Kappa status are highly encouraged to take MATH 11012 or MATH 12002.

<sup>4</sup> Students who have taken MATH 10041 for another program may use it as a substitute for BA 24056.

<sup>5</sup> Minimum C grade required in ENG 21011 or HONR 20197.

<sup>6</sup> Students may take or use any course at any level as long as the minimum 39-credit hours requirement for upper-division courses is satisfied for graduation with a B.B.A. Expectations: Maximum 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses may be counted toward the 120 total credit hours or 39-upper-division-hours graduation requirement. General elective courses may be selected from any area and at any level provided students do not go over the PWS restriction and they satisfy the 39 credit hours upper-division

requirements. Any other exceptions must be approved by the assistant dean. A minor (business or non-business) is encouraged.

## Progression Requirements

- Minimum 2.000 overall GPA
- Minimum C grade in COMM 15000, ENG 21011, ENTR 27056, ENTR 37040, ENTR 37080 and MATH 11010

## Graduation Requirements

| Minimum Major GPA | Minimum Overall GPA |
|-------------------|---------------------|
| 2.000             | 2.000               |

- Entrepreneurship majors will not receive credit toward their program for ENTR 17001 or ENTR 17002.
- Students are permitted to register for ENTR 47049 while taking ENTR 47048.
- For students double majoring in Managerial Marketing and Entrepreneurship; MMTG 35011 will substitute for ENTR 37040, but not vice versa because MMTG 35011 is a writing intensive course.
- Entrepreneurship majors who are also majoring in either Marketing or Managerial Marketing, and who have taken ENTR 37045, are not required to take MKTG 45046 for the Marketing major or MMTG 35030 for the Managerial Marketing major or minor; however, a Marketing or Managerial Marketing major cannot waive ENTR 37045 by taking either MKTG 45046 or MMTG 35030.
- Students must complete at least 50 percent of business credit hours (required for the business degree) in-residence on a Kent State University campus.
- Students must complete at least 50 percent of their major credit hours in residence on a Kent State University campus.
- Students must complete two measures of outcomes assessment as specified by the college for complete satisfaction of the B.B.A. degree.

# Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

| Semester One   |  | Credits   |
|--|--|-----------|
| BUS 10123  | EXPLORING BUSINESS   | 3         |
| COMM 15000   | INTRODUCTION TO HUMAN COMMUNICATION (KADL)                   | 3         |
| MATH 11010   | ALGEBRA FOR CALCULUS (KMCR)                                  | 3         |
| UC 10001   | FLASHES 101  | 1         |
| Kent Core Requirement  |  | 3         |
| Kent Core Requirement  |  | 3         |
| <b>Credit Hours</b>  |  | <b>16</b> |
| Semester Two   |  | Credits   |
| CIS 24053  | INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES | 3         |
| ! ENTR 27056   | INTRODUCTION TO ENTREPRENEURSHIP                             | 3         |
| ! ENTR 27466   | SPEAKER SERIES IN ENTREPRENEURSHIP                           | 1         |
| MATH 11012   | INTUITIVE CALCULUS (KMCR)                                    | 3         |
| or   | or ANALYTIC GEOMETRY AND CALCULUS I                          |           |
| MATH 12002   | (KMCR)   |           |
| UC 10162   | INTRODUCTION TO PROFESSIONAL DEVELOPMENT                     | 1         |
| Kent Core Requirement  |  | 3         |
| Kent Core Requirement  |  | 3         |
| <b>Credit Hours</b>  |  | <b>17</b> |
| Semester Three   |  | Credits   |
| Required: minimum overall GPA of 2.000 by the end of this semester   |  |           |
| FIN 26074  | LEGAL ENVIRONMENT OF BUSINESS                                | 3         |
| ACCT 23020   | INTRODUCTION TO FINANCIAL ACCOUNTING                         | 3         |
| ECON 22060   | PRINCIPLES OF MICROECONOMICS (KSS)                           | 3         |
| Kent Core Requirement  |  | 3         |
| Kent Core Requirement  |  | 3         |
| <b>Credit Hours</b>  |  | <b>15</b> |
| Semester Four  |  | Credits   |
| Required for progression in the major: Minimum 2.000 overall GPA, minimum C grade in COMM 15000, ENG 21011, MATH 11010 and ENTR 27056. |  |           |
| ACCT 23021   | INTRODUCTION TO MANAGERIAL ACCOUNTING                        | 3         |
| BUS 30062  | ADVANCED PROFESSIONAL DEVELOPMENT                            | 3         |
| ECON 22061   | PRINCIPLES OF MACROECONOMICS (KSS)                           | 3         |
| ! ENTR 37040   | ENTREPRENEURIAL TOOLS  | 3         |
| MKTG 25010   | PRINCIPLES OF MARKETING                                      | 3         |
| <b>Credit Hours</b>  |  | <b>15</b> |
| Semester Five  |  | Credits   |
| Required: minimum overall GPA of 2.000 by the end of this semester   |  |           |
| BA 24056   | BUSINESS ANALYTICS I   | 3         |
| ! ENTR 37075   | ENTREPRENEURIAL MARKETING                                    | 3         |
| ! FIN 36053  | BUSINESS FINANCE   | 3         |
| MGMT 24163   | PRINCIPLES OF MANAGEMENT                                     | 3         |
| Kent Core Requirement  |  | 3         |
| <b>Credit Hours</b>  |  | <b>15</b> |
| Semester Six   |  | Credits   |
| Required: minimum overall GPA of 2.000 by the end of this semester   |  |           |

| BA 34156  | BUSINESS ANALYTICS II                | 3          |
|---|--------------------------------------|------------|
| or  | or MARKETING ANALYTICS               |            |
| MKTG 35061  |                                      |            |
| ! ENTR 37080  | NEW VENTURE CREATION (WIC)           | 3          |
| ENTR 37065  | ENTREPRENEURIAL FINANCE              | 3          |
| Major Elective  |                                      | 3          |
| Kent Core Requirement   |                                      | 3          |
| <b>Credit Hours</b>   |                                      | <b>15</b>  |
| Semester Seven  |                                      | Credits    |
| Required: minimum overall GPA of 2.000 by the end of this semester  |                                      |            |
| BA 34060  | OPERATIONS MANAGEMENT                | 3          |
| ! ENTR 37045  | SALES IN THE ENTREPRENEURIAL VENTURE | 3          |
| ENTR 47048  | ENTREPRENEURIAL EXPERIENCE I (ELR)   | 3          |
| General Electives   |                                      | 6          |
| <b>Credit Hours</b>   |                                      | <b>15</b>  |
| Semester Eight  |                                      | Credits    |
| Required: minimum overall GPA of 2.000 and completion of The Assurance of Learning Assessment given in MGMT 44285 |                                      |            |
| ENTR 47049  | ENTREPRENEURIAL EXPERIENCE II        | 3          |
| MGMT 44285  | STRATEGIC MANAGEMENT                 | 3          |
| General Electives   |                                      | 6          |
| <b>Credit Hours</b>   |                                      | <b>12</b>  |
| <b>Minimum Total Credit Hours:</b>  |                                      | <b>120</b> |

## University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

**NOTE:** University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

|  |                    |
|--|--------------------|
| Flashes 101 (UC 10001)   | 1 credit hour      |
| Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission. |                    |
| Diversity Domestic/Global (DIVD/DIVG)  | 2 courses          |
| Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.               |                    |
| Experiential Learning Requirement (ELR)  | varies             |
| Students must successfully complete one course or approved experience.   |                    |
| Kent Core (see table below)  | 36-37 credit hours |
| Writing-Intensive Course (WIC)   | 1 course           |
| Students must earn a minimum C grade in the course.  |                    |
| Upper-Division Requirement   | 39 credit hours    |
| Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.                      |                    |
| Total Credit Hour Requirement  | 120 credit hours   |

## Kent Core Requirements

|   |   |
|---|---|
| Kent Core Composition (KCOMP)                                       | 6 |
| Kent Core Mathematics and Critical Reasoning (KMCR)                 | 3 |
| Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each) | 9 |
| Kent Core Social Sciences (KSS) (must be from two disciplines)      | 6 |

|   |              |
|---|--------------|
| Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory) | 6-7          |
| Kent Core Additional (KADL)                                       | 6            |
| <b>Total Credit Hours:</b>  | <b>36-37</b> |

## Program Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate an understanding of capital formation and financial management in a new venture.
2. Demonstrate an understanding of the marketing function in a new venture.
3. Demonstrate an understanding of and ability to apply the entrepreneurial process for the purpose of creating a new venture that generates revenue or obtains capital investment.

Students earning a B.B.A. degree in Ambassador Crawford College of Business and Entrepreneurship are expected to have developed skills in the following critical areas of business:

1. Core Business Knowledge - Recall the strategic frameworks that are used to make business decisions.
2. Analytical Skills - Use analytical methodologies and critical thinking skills to evaluate and solve business problems.
3. Digital Technology – Demonstrate the technological skills necessary to analyze business problems and develop solutions.
4. Written Communication - Write effective business communications.
5. Oral Communication - Make effective business presentations, using appropriate technologies.
6. Teamwork – Collaborate effectively with others to achieve a common business purpose.
7. Business Ethics – Recognize ethical business dilemmas and use ethical decision making to resolve the dilemma.
8. Global - Analyze the key global factors when making business decisions.

## Full Description

The Bachelor of Business Administration degree in Entrepreneurship provides students with the academic background and experiential opportunities needed to view business opportunities from an entrepreneurial perspective. The program helps students recognize market and business opportunities and learn when to seize them or take action, all while operating within the context of limited resources and creating value for the customer.

The program contains numerous opportunities to experience entrepreneurship firsthand. During their senior year, students earn course credit by launching and running a business of their own creation. A practicum can earn students credit while developing their own business or assisting entrepreneurs with their business. Students have many opportunities to meet experienced entrepreneurs who discuss their successes and failures in business. Courses in the major are hands-on, with experiential learning central to the course format.

Entrepreneurship students may apply early to the M.B.A. degree and double count 9 credit hours of graduate courses toward both degree programs. See the Combined Bachelor's/Master's Degree Program policy in the University Catalog for more information.