

ENTREPRENEURSHIP FOR BUSINESS MAJORS - MINOR

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

About This Program

The Entrepreneurship for Business Majors minor brings an entrepreneurial perspective to students' major in business. 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

- Acting Department Chair: **Robert Jewell, Ph.D.** | rjewell1@kent.edu | 330-672-1263
- 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 for Business Majors 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.

Only students declared in a major in the College of Business Administration may declare the minor.

Program Requirements

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 ¹	3
ENTR 47047	STRATEGIC DILEMMAS IN ENTREPRENEURSHIP	3
Minor Electives, choose from the following:		6
ACCT 33013	TAX FOR ENTREPRENEURS	
ENTR 27192	BEGINNING PRACTICUM (ELR)	
ENTR 37045	SALES IN THE ENTREPRENEURIAL VENTURE	
ENTR 37065	ENTREPRENEURIAL FINANCE	
ENTR 37070	SOCIAL ENTREPRENEURSHIP	
ENTR 37075	ENTREPRENEURIAL MARKETING	
ENTR 37192	ADVANCED PRACTICUM (ELR)	
ENTR 37195	SPECIAL TOPICS IN ENTREPRENEURSHIP I	
ENTR 47070	NEW ENTERPRISE FORMATION	
ENTR 47091	SEMINAR IN ENTREPRENEURSHIP	
ENTR 47189	INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP (DIVG) (ELR)	
ENTR 47195	SPECIAL TOPICS IN ENTREPRENEURSHIP II	
FDM 35280	FASHION ENTREPRENEURSHIP	
MKTG 35056	SOCIAL MEDIA MARKETING	
MKTG 45047	ADVANCED PROFESSIONAL SELLING	
MKTG 45049	SALES FORCE LEADERSHIP	
MKTG 45051	DIGITAL MARKETING	

Minimum Total Credit Hours: 19

¹ Managerial Marketing majors must take MMTG 35011.

² ACCT 33013 is designed specifically for Entrepreneurship students rather than Accounting students.

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.