

# ENTREPRENEURSHIP



Excellence in Action

## COLLEGE OF BUSINESS ADMINISTRATION

The Bachelor of Business Administration 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 DEGREE PROGRAMS

In addition to the undergraduate programs, students wanting to expand their knowledge even further can pursue graduate business programs at Kent State leading to the Master of Business Administration (MBA), the Master of Arts in economics, the Master of Science in accounting, or the Ph.D. in business administration.

## ACCREDITATION

Kent State's College of Business Administration is accredited by AACSB International — the Association to Advance Collegiate Schools of Business. Kent State's College of Business Administration is one of only 5 percent of business schools in the world to be accredited by AACSB. Less than one-third of the business schools in the nation meet this organization's rigorous accreditation standards. Kent State's College of Business Administration is in an elite group, being one of only 178 universities worldwide to achieve dual accreditation in both business and accounting. To receive accounting accreditation, an institution must first earn or maintain AACSB business accreditation.

Accreditation is important to students because it suggests certain standards are met. Such standards include the credentials of faculty who teach business courses, the resources that are made available to business students (such as computers, software, study areas within the university's buildings, library holdings, etc.), the types of courses that students take for the B.B.A. degree and the economics major and admission requirements to the College of Business Administration.

## THE B.B.A. DEGREE PROGRAM

All qualified students (based on Kent State admission requirements) are admitted directly to a business major (i.e., accounting, business management, computer information systems, economics, entrepreneurship, finance, managerial marketing and marketing). Students who are undecided about a business major should choose "Business-undeclared." During the freshman year, students are introduced to the world of business with a course called Exploring Business.

During the freshman and sophomore years, all business majors take an introductory course in each of the basic areas of business (financial and managerial accounting, microeconomics and macroeconomics, computer applications, principles of management, legal and regulatory environment to business, principles of marketing and business statistics) along with the Kent Core (humanities, fine arts, social sciences, basic sciences). In the junior and senior years, students take additional core business courses (finance, operations management and business policies) and focus on their major. Business experiences as well as education abroad are all encouraged.

## ADMISSION REQUIREMENTS FOR THE ADVANCED BUSINESS PROGRAM PROGRESSION REQUIREMENTS

After completing 46 or more credit hours, students must have earned a minimum 2.25 cumulative GPA in addition to earning a minimum C in the Introduction to Entrepreneurship, and a minimum C in English, communications and mathematics in order to progress in the entrepreneurship major.

## THE ENTREPRENEURSHIP MAJOR

Entrepreneurship is not solely about owning your own business. Entrepreneurship is a mind-set — a way of thinking about business. Employees of large or small companies help their employer if they can think like an entrepreneur. A substantial part of the entrepreneurship major is the development of an entrepreneurial mind-set that allows students to take control of their lives regardless of their chosen career path.

The entrepreneurship curriculum is designed to provide students with the tools and academic background they will need to succeed in their own start-ups, small businesses or entrepreneurial corporations. Regardless of students' career paths, the leadership, problem solving and decision-making skills they gain will help them succeed. Kent State's entrepreneurship major is unique because it focuses on practical experience.

Building progressively on the set of entrepreneurial tools that students master in areas such as entrepreneurial marketing, entrepreneurial finance, sales in the entrepreneurial venture and others, the entrepreneurship major culminates in students launching and running their own business in their senior year.

In this two-semester sequence of courses, the students experience all aspects of running a business, from idea generation to feasibility analysis to legally establishing their company, creating their product or service and generating sales. Students have the option to continue to run or exit the business upon graduation. Alternatively, they may

## CAREER OPPORTUNITIES

**Regardless of a student's career path, entrepreneurial-relevant skills will help him/her be successful in new, emerging or existing ventures. The business community is thoroughly interested in entrepreneurially minded individuals; as a result, career opportunities exist in nearly every business and industry.**

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choose to pursue an executive apprenticeship in a start-up business, thus gaining a distinct set of skills through that experience.

## RELATED ACADEMIC OPPORTUNITIES

Employers and educators recognize the importance of building a strong liberal arts background, especially for business students. Students are encouraged to consider minors offered by Kent State's other colleges and schools.

The College of Business Administration also encourages entrepreneurship majors to consider a minor in:

- Accounting
- Computer Information Systems
- Finance
- Healthcare Systems Management
- Human Resource Management
- International Business
- Management
- Marketing

Additionally, the College of Business Administration offers the opportunity for students to pursue the Professional Sales Certificate. The Professional Sales Certificate provides a broad spectrum of employment opportunities when combined with many different majors. It gives students the added edge in job hunting for sales related positions.

## LEARNING COMMUNITIES

First-year students have the opportunity to enhance their college experience by participating in the Business Learning Community developed around the student's academic interest in business. The Business Learning Community is located in Prentice Hall. Students living on campus reside in Prentice Hall (unless in honors housing) and commuters are welcome to join as well.

The Business Learning Community immerses the student in an environment that supports academic and professional success. The Business Learning Community provides a format that brings business student peers and faculty members into smaller groups creating academic and social support networks.

Learning Communities provide unique opportunities to:

- Connect students with their peers quickly and develop lifelong friendships.
- Develop leadership skills by taking a principles course introducing students to leadership basics and further develop their potential through practical experience.
- Learn about the business world by participating in special lectures, seminars, guest speakers, industry visits and professional networking opportunities.

## CAREER SERVICES OFFICE

The College of Business Administration highly values the significance of out-of-classroom business experience. The College of Business Career Services Office can provide business experiences that will help students:

- Develop skills in the workplace before graduation.
- Interact in a professional setting to prepare students for the transition from an academic to a corporate environment.
- Understand the level of performance and professional behavior expected by employers.
- Develop a network of professional contacts that will become invaluable upon graduation.

The Career Services Office's goal is to continually expand partnerships and collaborations with firms locally, nationally and around the globe. Those alliances will provide the student with the opportunity for positive, enriching practical business opportunities that can equal future career placement.

## SCHOLARSHIP OPPORTUNITIES

To assist students in funding their education, the College of Business Administration offers financial and merit-based scholarships. Scholarships are available to incoming freshmen through graduating seniors and vary from tuition and book awards to stipends. College of Business Administration scholarship information is available online to incoming students and can be found posted in various locations throughout the college for sophomores, juniors and seniors.

Generally, to be considered for these scholarships, students need to apply early in

the spring semester. An average GPA of 3.0 or higher is a typical academic qualifier for most scholarships, but students of all academic levels are encouraged to apply.

Other freshman scholarships are available through the Honors College at 330-672-2312 or the Student Financial Aid Office at 330-672-2972.

### Undergraduate Programs Office

College of Business Administration  
330-672-2872  
[www.kent.edu/business](http://www.kent.edu/business)

### Admissions Office

Kent State University  
P.O. Box 5190  
Kent, OH 44242-0001  
330-672-2444  
1-800-988-KENT  
[www.kent.edu/admissions](http://www.kent.edu/admissions)

For information on all of Kent State's degrees and majors, go online to [www.kent.edu/gps](http://www.kent.edu/gps).