

# ENTREPRENEURSHIP



Excellence in Action

## COLLEGE OF BUSINESS ADMINISTRATION

The entrepreneurship curriculum is designed to provide students with the academic background and tools to succeed in large entrepreneurial corporations, small businesses or to create new ventures.

## 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, the Master of Science in financial engineering 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.

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. They are also encouraged to take the Introduction to Entrepreneurship course even if they don't want to start their own business. Thinking like an entrepreneur, whether one has his/her own business or not, is important to the success of any organization.

During the freshman and sophomore years, all business majors take an introductory course in each of the basic areas of business (accounting principles, micro and macroeconomics, computer applications, business management, legal and regulatory environment to business, marketing and 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. Internships, business experiences and 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, Experience I and Experience II courses and a minimum C in English, communications and mathematics in order to progress in the entrepreneurship major.

## THE ENTREPRENEURSHIP MAJOR

The entrepreneurship major at Kent State University emphasizes academic and experiential learning for students. In addition, our students learn leadership skills and creativity in problem solving and decision-making through experiential and hands-on learning. The entrepreneurship curriculum is designed to provide students with the academic background and tools to succeed in large entrepreneurial corporations, small businesses or to create new ventures. The focus of the program is helping students recognize market and business opportunities, learn when to seize them or take action (with only limited resources), while creating value. Regardless of a student's

## 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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The curriculum in the entrepreneurship major is designed to provide you with the academic background and tools you will need to succeed in entrepreneurial corporations, small businesses or your own start-ups. Regardless of your career path, the leadership, problem-solving and decision-making skills you gain will help you be successful. Our entrepreneurship major is unique in that it focuses on practical experience. During the program, you will launch and run a micro-business. You will experience all aspects of running a business, from idea generation and feasibility analysis to pitching, managing and harvesting your business. At the end of the year, you can pay back your investors and either continue to run or exit the business. This experience prepares you for the challenging academic components of the curriculum as well. Entrepreneurship is not just about owning your own business; it is a way of thinking. Employees of large and small companies help their employers if they can think like an entrepreneur.

## 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
- Managerial Marketing
- Marketing

## LEARNING COMMUNITIES

### ACCELERATED BACHELOR OF BUSINESS ADMINISTRATION (A-BBA)

The Accelerated Bachelor of Business Administration learning community will allow completion of the business bachelor's degree in three years or less, depending on the amount and nature of post-secondary work. Students take classes together while living in the same residence hall. They make immediate connections with their peers, faculty, administration and business professionals, as well as have quick, easy access to advisors.

### ACCOUNTING FRESHMEN INTEREST GROUP (AFIG)

The Accounting Freshmen Interest Group connects incoming freshman accounting majors together through shared coursework, tours and specialized activities linking them to the Kent State and business communities. Students can choose to live in the residence halls or commute to campus.

### A COMMUNITY OF ENTREPRENEURS (ACE)

A Community of Entrepreneurs offers students an opportunity to connect and work with others who share their enthusiasm for entrepreneurship while living together or commuting. Students have access to resources that can help them create their own business and expand their network.

### COLLEGE OF BUSINESS COLLEAGUES (CBC)

The College of Business Colleagues program strives to encourage professional development and career exploration by offering special programs, seminars, lectures and company tours that provide opportunities for interaction with faculty, professional staff, alumni and business partners. Students can choose to live together or commute to campus.

### THE INTERNATIONAL BUSINESS (IBUS)

The International Business community is open to first-year residence hall and commuter students, in any major at Kent State, who are interested in an opportunity to live among students from different cultures and learn about international business and education-abroad opportunities. The program will include domestic and international students. Students will take several of their courses together; participate in social events and business programming opportunities, such as speakers and tours; and have opportunities to go on cultural field trips.

## SCHOLARSHIP OPPORTUNITIES

The College of Business Administration offers scholarships to help Kent State students fund their education, including scholarships for advanced business students. Generally, to be considered for the junior- and senior-level scholarships, students need to apply the semester prior to either their junior or senior year.

To request freshman business scholarship applications, call 330-672-2872.

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

## Entrepreneurship

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

## 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).