



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

| Course Subject and Title   | Credit Hours | Upper Div. | Min. Grade | Major GPA | Important Notes  |
|--|--------------|------------|------------|-----------|--|
| <b>Semester One: [16 Credit Hours]</b>   |              |            |            |           |  |
| BUS 10123 Exploring Business   | 3            |            |            |           | See note 3 on page 3   |
| COMM 15000 Introduction to Human Communication   | 3            |            | C          |           | Fulfills Kent Core Additional  |
| MATH 11010 Algebra for Calculus  | 3            |            | C          |           | Enrollment based on placement tests; fulfills Kent Core Mathematics and Critical Reasoning |
| US 10097 Destination Kent State: First Year Experience   | 1            |            |            |           | Not required for transfer students with 25 credits   |
| Kent Core Requirement  | 3            |            |            |           | See Kent Core Summary on page 2  |
| Kent Core Requirement  | 3            |            |            |           |  |
| <b>Semester Two: [16-18 Credit Hours]</b>  |              |            |            |           |  |
| <b>ENTR 27056 Introduction to Entrepreneurship</b>   | <b>3</b>     |            | <b>C</b>   | <b>■</b>  |  |
| <b>ENTR 27466 Speaker Series</b>   | <b>1</b>     |            |            | <b>■</b>  |  |
| MATH 11012 Intuitive Calculus<br>or MATH 12002 Analytic Geometry and Calculus I  | 3-5          |            |            |           | Fulfills Kent Core Additional  |
| MIS 24053 Introduction to Computer Applications  | 3            |            |            |           |  |
| Kent Core Requirement  | 3            |            |            |           | See Kent Core Summary on page 2  |
| Kent Core Requirement  | 3            |            |            |           |  |
| <b>Semester Three: [15 Credit Hours]</b>   |              |            |            |           |  |
| <b>Required: minimum cumulative GPA of 2.250 by the end of this semester</b>   |              |            |            |           |  |
| <b>ENTR 27065 Entrepreneurial Experience I</b>   | <b>3</b>     |            | <b>C</b>   | <b>■</b>  | <b>Offered in fall only</b>  |
| ACCT 23020 Introduction to Financial Accounting  | 3            |            |            |           |  |
| ECON 22060 Principles of Microeconomics  | 3            |            |            |           | Fulfills Kent Core Social Sciences   |
| MIS 24056 Fundamentals of Business Statistics  | 3            |            |            |           | If student has taken MATH 10041, they may use it in place of MIS 24056                     |
| Kent Core Requirement  | 3            |            |            |           | See Kent Core Summary on page 2  |
| <b>Semester Four: [15 Credit Hours]</b>  |              |            |            |           |  |
| <b>ENTR 27075 Entrepreneurial Experience II</b>  | <b>3</b>     |            | <b>C</b>   | <b>■</b>  | <b>Offered in spring only</b>  |
| ACCT 23021 Introduction to Managerial Accounting   | 3            |            |            |           |  |
| ECON 22061 Introduction to Macroeconomics  | 3            |            |            |           | Fulfills Kent Core Additional  |
| MKTG 25010 Principles of Marketing   | 3            |            |            |           |  |
| Kent Core Requirement  | 3            |            |            |           | See Kent Core Summary on page 2  |
| <b>Semester Five: [15 Credit Hours]</b>  |              |            |            |           |  |
| <b>Required for progression in the major: Minimum 2.250 cumulative GPA, minimum C (2.000) grade in COMM 15000, ENG 21011, MATH 11010 and ENTR 27056.</b> |              |            |            |           |  |
| <b>ENTR 37075 Entrepreneurial Marketing</b>  | <b>3</b>     | <b>■</b>   |            | <b>■</b>  | <b>Offered in fall only</b>  |
| FIN 26074 Legal Environment of Business  | 3            |            |            |           |  |
| FIN 36053 Business Finance   | 3            | ■          |            |           |  |
| MIS 24163 Principles of Management   | 3            |            |            |           |  |
| MIS 34060 Operations Management  | 3            | ■          |            |           |  |
| <b>Semester Six: [15 Credit Hours]</b>   |              |            |            |           |  |
| ENG 30063 Business and Professional Writing  | 3            | ■          |            |           |  |
| Major Elective (lower or upper division)   | 3            |            |            | ■         | See note 1 on page 2   |
| Kent Core Requirement  | 3            |            |            |           | See Kent Core Summary below  |
| General Electives (upper division)   | 6            | ■          |            |           | At least 3 credit hours must be upper division   |



**Critical requirements are boldface in shaded areas.**

| Course Subject and Title  | Credit Hours | Upper Div. | Min. Grade | Major GPA | Important Notes  |
|---|--------------|------------|------------|-----------|--|
| <b>Semester Seven: [15 Credit Hours]</b>  |              |            |            |           |  |
| <b>ENTR 37065 Entrepreneurial Finance</b>   | <b>3</b>     | ■          |            | ■         | <b>Offered in fall only</b>  |
| ENTR 37192 Practicum in Entrepreneurship  | 3            | ■          |            | ■         | Fulfills experiential learning requirement   |
| Kent Core Requirement   | 3            |            |            |           | See Kent Core Summary on page 2  |
| General Electives (upper division)  | 6            | ■          |            |           | Should fulfill diversity requirement if not satisfied earlier  |
| <b>Semester Eight: [14 Credit Hours]</b>  |              |            |            |           |  |
| <b>Required: minimum cumulative GPA of 2.50 and completion of The Assurance of Learning Assessment given in MIS 44285</b> |              |            |            |           |  |
| <b>ENTR 37045 Sales in the Entrepreneurial Venture</b>  | <b>3</b>     | ■          |            | ■         | <b>Offered in spring only</b>  |
| <b>ENTR 47065 New Venture Creation</b>  | <b>3</b>     | ■          | C          | ■         | <b>Fulfills writing-intensive course requirement; offered in spring only</b>                               |
| MIS 44285 Integrated Business Policy and Strategy   | 3            | ■          |            |           |  |
| General Elective (lower or upper division)  | 5            |            |            |           | Number of credits required depends on meeting minimum 121 credit hours and minimum 39 upper-division hours |

**Graduation Requirements Summary**

| Minimum Total Hours | Minimum Upper-Division Hours | Minimum Kent Core Hours | Global / Domestic Diversity Course | Writing-Intensive | Experiential Learning | Minimum   |             |
|---------------------|------------------------------|-------------------------|------------------------------------|-------------------|-----------------------|-----------|-------------|
|                     |                              |                         | Kent Core or General electives     |                   |                       | Major GPA | Overall GPA |
| 121                 | 39                           | 36                      |                                    | ENTR 47065        | ENTR 37192            | 2.250     | 2.250       |

**Kent Core Summary**

| Kent Core Categories   | Important Notes  | Remaining Credit Hours |
|--|--|------------------------|
| <b>Composition (6-8 credit hours)</b><br><i>ENG 11002, 11011, 21011; HONR 10197, 10297</i>   | Enrollment based on placement test; a grade of C is required in ENG 21011                | 6-8                    |
| <b>Mathematics and Critical Reasoning (3-5 credit hours)</b>   | Enrollment based on placement test; fulfilled in this major with MATH 11010              | 0                      |
| <b>Humanities and Fine Arts (9 credit hours)</b><br><i>Minimum one course from humanities in Arts and Sciences and minimum one course from fine arts</i> | May fulfill diversity requirement  | 9                      |
| <b>Social Sciences (6 credit hours)</b><br><i>Must be selected from two curricular areas</i>   | 3 credits are fulfilled in this major with ECON 22060; may fulfill diversity requirement | 3                      |
| <b>Basic Sciences (6-7 credit hours)</b><br><i>Must include one laboratory</i>   |  | 6-7                    |
| <b>Additional (6 credit hours)</b><br><i>Must be selected from two Kent Core categories</i>  | Fulfilled in this major with ECON 22061 and COMM 15000 or either MATH 11012 or 12002.    | 0                      |

**Note 1: Major elective (3 credit hours), choose from the following:**

|   |     |  |     |
|---|-----|--|-----|
| COMM 25863 Business and Professional Communications | 3   | ENTR 47292 Entrepreneurial Internship*                   | 1-6 |
| ENTR 37195 Special Topics in Entrepreneurship I     | 1-4 | FDM 35280 Fashion Entrepreneurship                       | 3   |
| ENTR 45095 Individual Investigation                 | 1-3 | MIS 34185 Individual and Group Behavior in Organizations | 3   |
| ENTR 47045 Entrepreneurial Leadership I             | 3   | PSYC 31773 Industrial Psychology                         | 3   |
| ENTR 47046 Entrepreneurial Leadership II            | 1-3 | TECH 43060 Management of Technology Innovation           | 3   |
| ENTR 47195 Special Topics in Entrepreneurship II    | 1-4 |  |     |

\*Fulfills experiential learning requirement

**Note 2:** Students may take or use any course at any level as long as the minimum 39-hour requirement for upper-division courses is satisfied for graduation with a B.B.A. Expectations: Maximum 4 credit hours of physical education activity (PEB) courses and maximum 4 credit hours for courses in applied music and music ensembles (MUS courses with a second digit of 5, 6 or 7) combined may be counted toward the 121 total hour or 39-upper-division-hour graduation requirement. There is no limit on other music coursework. Any other exceptions must be approved by the assistant dean. A minor (business or non-business) is encouraged.



**Note 3:** A student may be waived out of BUS 10123 Exploring Business if:

- 30 or more hours have been earned **and** any two classes (from ACCT 23020, ACCT 23021, FIN 26074, MIS 24163, MKTG 25010 or MIS 24053) have successfully been completed.
- 60 or more hours have been earned **and** the student has completed one course from (ACCT 23020, ACCT 23021, FIN 26074, MIS 24163, MKTG 25010 or MIS 24053)
- At the advisor's discretion, 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.

**Special notes for major:**

- A minimum 2.250 GPA and minimum C grade in ENTR 27056, 27065 and 27075.
- Students are permitted to register for Entrepreneurial Experience II while taking Entrepreneurial Experience I.
- Entrepreneurship majors who are also majoring in either Marketing or Managerial Marketing, and who have taken Sales in Entrepreneurship Venture (ENTR 37045), are not required to take Personal Selling (MKTG 45046) for the Marketing Major or the Personal Selling Methods and Practices Lab (MMTG 45026) for the Managerial Marketing major; however, a Marketing or Managerial Marketing major cannot waive the required ENTR 37045 by taking either MKTG 45046 or MMTG 45026.

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**Kent Core**

Students must complete a minimum 36 credit hours of the Kent Core. Certain courses required in programs and in student's major field may also fulfill the Kent Core. Honors equivalents shall satisfy the Kent Core. None of the courses on the Kent Core list may be taken with a pass/fail grade. Visit [www.kent.edu/catalog/kent-core](http://www.kent.edu/catalog/kent-core) for course list.

**Diversity Course Requirement**

Students must complete a two-course diversity requirement, consisting of one with a domestic (U.S.) focus and one with a global focus. One course must come from the Kent Core. The second course may be taken as a second Kent Core, within a major or minor, or as a general elective; or, with dean's approval, by completing one semester of study in another country. Visit [www.kent.edu/catalog/diversity](http://www.kent.edu/catalog/diversity) for course list.

**Writing-Intensive Course Requirement**

Students must complete a one-course writing-intensive requirement in their major and earn minimum C (2.00) grade.

Visit [www.kent.edu/catalog/wic](http://www.kent.edu/catalog/wic) for course list.

**Experiential Learning Requirement**

To provide students with direct engagement in learning experiences that promote academic relevance, meaning and an understanding of real-world issues, students must complete this requirement at Kent State, either as a for-credit course or as a non-credit, non-course experience approved by the appropriate faculty member. Visit [www.kent.edu/catalog/elr](http://www.kent.edu/catalog/elr) for course list.

**Upper-Division Requirement**

Students must complete a minimum 39 upper-division (numbered 30000 to 49999) credit hours of coursework. Programs in the College of Arts and Sciences require a minimum of 42 hours of upper-division coursework.