

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

Critical	Course Subject and Title	Credit Hours	Min. Grade	Major GPA	Attribute	Notes
Semester One [16 Credits]						
	BUS 10123 Exploring Business ¹	3				
	COMM 15000 Introduction to Human Communication	3	C		KAD	
	MATH 11010 Algebra for Calculus	3	C		KMC	
	US 10097 Destination Kent State: First Year Experience ²	1				
	Kent Core Requirement	3				
	Kent Core Requirement	3				
Semester Two [16 Credits]						
!	ENTR 27056 Introduction to Entrepreneurship	3	C	■		
!	ENTR 27466 Speaker Series in Entrepreneurship	1		■		
	MATH 11012 Intuitive Calculus (3) or MATH 12002 Analytic Geometry and Calculus I (5)	3-5			KMC	
	MIS 24053 Introduction to Computer Applications	3				
	Kent Core Requirement	3				
	Kent Core Requirement	3				
Semester Three [15 Credits]						
Required: minimum cumulative GPA of 2.250 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	3			KSS	
	Kent Core Requirement	3				
	Kent Core Requirement	3				
Semester Four [15 Credits]						
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.						
!	ENTR 37040 Entrepreneurial Tools ⁵	3	C	■		
	ACCT 23021 Introduction to Managerial Accounting	3				
	ECON 22061 Principles of Macroeconomics	3			KSS	
	MIS 24056 Fundamentals of Business Statistics ³	3				
	MKTG 25010 Principles of Marketing	3				
Semester Five [15 Credits]						
Required: minimum cumulative GPA of 2.250 by the end of this semester						
!	ENTR 37075 Entrepreneurial Marketing	3		■		
!	FIN 36053 Business Finance	3				
	MIS 24163 Principles of Management	3				
	MIS 34060 Operations Management	3				
	Major elective ⁶	3		■		
Semester Six [15 Credits]						
Required: minimum cumulative GPA of 2.250 by the end of this semester						
!	ENTR 37080 New Venture Creation ⁵	3	C ⁵	■	WIC	
	BUS 30061 Business Professional Practices ⁴	1				
	ENG 30061 Writing in Business ⁴	2				
	ENTR 37065 Entrepreneurial Finance	3		■		
	Kent Core Requirement	3				
	General Electives ⁷	3				
Semester Seven [15 Credits]						
Required: minimum cumulative GPA of 2.250 by the end of this semester						
!	ENTR 37045 Sales in the Entrepreneurial Venture	3		■		
	ENTR 47048 Entrepreneurial Experience I or ENTR 47092 Entrepreneurial Executive Apprenticeship I ^F	3	C	■	ELR	
	Kent Core Requirement	3				
	General Electives ⁷ (minimum 6 hours must be upper-division)	6				
Semester Eight [13 Credits]						
Required: minimum cumulative GPA of 2.250 and completion of The Assurance of Learning Assessment given in MIS 44285						
	ENTR 47049 Entrepreneurial Experience II or ENTR 47192 Entrepreneurial Executive Apprenticeship II ^S	3	C	■	ELR	
	MIS 44285 Integrated Business Policy and Strategy	3				
	General Electives ⁷	7				

Graduation Requirements Summary

Minimum Total Hours	Minimum Upper-Division Hours 30000 – 40000 level course	Minimum Kent Core Hours	Minimum	
			Major GPA	Overall GPA
120	39	36	2.250	2.250

F Offered fall only

S Offered spring only

1. A student changing to the College of Business Administration or transferring 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 successfully completed one course from (ACCT 23020, ACCT 23021, FIN 26074, MIS 24163, MKTG 25010 or MIS 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.

2. US 10097 is not required of transfer students with 25 credits (excluding College Credit Plus and dual-enrollment credit) or students age 21+ at time of admission.

3. If a student has taken MATH 10041 Elementary Probability and Statistics they may use it in place of MIS 24056.

4. BUS 30061 and ENG 30061 should be taken concurrently. Students who have transferred ENG 30063 from another institution may use it as a substitute for ENG 30061.

5. A minimum C (2.000) grade must be earned to fulfill the writing-intensive requirement.

6. Major elective (3 credit hours)

Choose from the following:

COMM 25863 Business and Professional Communication (3)	ENTR 27192 Beginning Practicum (1 - 4) <i>ELR</i>
ENTR 37192 Advanced Practicum (1 - 4) <i>ELR</i>	ENTR 37195 Special Topics in Entrepreneurship I (1 - 4)
ENTR 45096 Individual Investigation in Entrepreneurship (1 - 3)	ENTR 47045 Entrepreneurial Leadership (3)
ENTR 47047 Strategic Dilemmas in Entrepreneurship (3)	ENTR 47195 Special Topics in Entrepreneurship II (1 - 4)
ENTR 47292 Entrepreneurial Internship (1 - 6) <i>ELR</i>	FDM 35280 Fashion Entrepreneurship (3)
MIS 34185 Individual and Group Behavior in Organizations (3)	MKTG 35056 Social Media Marketing (3)
MKTG 45047 Advanced Professional Selling (3)	PSYC 31773 Industrial Psychology (3)
TECH 43060 Management of Technology Innovation (3)	

7. 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 120 total hour or 39-upper-division-hour graduation requirement. General elective courses may be selected from any area and at any level provided students do not go over the PEB, applied music and ensemble music restriction and they satisfy the 39 hour upper-division requirements. 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.

Program Notes:

- A minimum 2.250 GPA and minimum C grade in ENTR 27057; ENTR 27065 or ENTR 47048 or ENTR 47092; and ENTR 27075 or ENTR 47049 or ENTR 47192.
- Students are permitted to register for ENTR 47049 Entrepreneurial Experience II while taking ENTR 47048 Entrepreneurial Experience I and student are permitted to register for ENTR 47192 Entrepreneurial Executive Apprenticeship II while taking ENTR 47092 Entrepreneurial Executive Apprenticeship I.
- For students double majoring in Managerial Marketing and Entrepreneurship; Marketing tools, MMTG 35011, will substitute for Entrepreneurial Tools, 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 Sales in the Entrepreneurial Venture (ENTR 37045), are not required to take Personal Selling (MKTG 45046) for the Marketing major or Sales and Sales Management (MMTG 45030 for the Managerial Marketing major; however, a Marketing or Managerial Marketing major cannot waive ENTR 37045 by taking either MKTG 45046 or MMTG 45030.
- The creation of an Entrepreneurial Executive Apprenticeship gives students the Flexibility of either starting their own business or working for a start-up in the region. In some cases, and with approval of department chair, an Internship in Entrepreneurship (ENTR 47292) may substitute for either Entrepreneurial Executive Apprenticeship I or Entrepreneurial Executive Apprenticeship II.
- While students may choose both Entrepreneurial Experience I and Entrepreneurial Experience II and Entrepreneurial Executive Apprenticeship I and Entrepreneurial Executive Apprenticeship II, they would be unnecessarily duplicating a capstone experience and the heavy time commitment for both is such that they cannot be taken at the same time.
- To facilitate the transition to the 2013-14 catalog, Entrepreneurial Experience I (ENTR 27065) and Entrepreneurial Experience II (ENTR 27075) will be designated as equivalent to the newly created senior level versions of these courses, (ENTR 47048 and ENTR 47049).

University Requirements: Bachelor's degree-seeking students must meet Kent Core (general education requirements), diversity, writing-intensive and experiential learning requirements. For more information about these requirements, please read the following sections in the University Catalog: Kent Core – www.kent.edu/catalog/kent-core; Diversity Course Requirement – www.kent.edu/catalog/diversity; Writing-Intensive Course Requirement – www.kent.edu/catalog/wic; Experiential Learning Requirement – www.kent.edu/catalog/elr.

Attribute Legend: **DD** Diversity–Domestic; **DG** Diversity–Global; **ELR** Experiential Learning; **KAD** Kent Core Additional; **KBS** Kent Core Basic Sciences; **KCM** Kent Core Composition; **KFA** Kent Core Fine Arts; **KHU** Kent Core Humanities; **KMC** Kent Core Mathematics and Critical Reasoning; **KSS** Kent Core Social Sciences; **WIC** Writing Intensive