



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
Semester One: [16 Credit Hours]					
BUS 10123 Exploring Business	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: FYE	1				Not required for transfer students with 25 credits
Kent Core Requirement	3				See Kent Core Summary on page 2
Kent Core Requirement	3				
Semester Two: [16-18 Credit Hours]					
ENTR 27056 Introduction to Entrepreneurship	3		C	■	
ENTR 27466 Speaker Series	1			■	
MATH 11012 Intuitive Calculus 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				
Semester Three: [15 Credit Hours]					
ENTR 27065 Entrepreneurial Experience I	3		C	■	Offered in fall only
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				
Kent Core Requirement	3				See Kent Core Summary on page 2
Semester Four: [15 Credit Hours]					
Required: minimum cumulative GPA of 2.25 by the end of this semester					
ENTR 27075 Entrepreneurial Experience II	3		C	■	Offered in spring only
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
Semester Five: [15 Credit Hours]					
ENTR 37075 Entrepreneurial Marketing	3	■		■	Offered in fall only
FIN 26074 Legal and Regulatory Environment of Business	3				
FIN 36053 Business Finance	3	■			
MIS 24163 Principles of Management	3				
MIS 34060 Operations Management	3	■			
Semester Six: [15 Credit Hours]					
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 (lower or 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
Semester Seven: [15 Credit Hours]					
ENTR 37065 Entrepreneurial Finance	3	■		■	Offered in fall only
ENTR 37192 Practicum in Entrepreneurship	3	■		■	
Kent Core Requirement	3				See Kent Core Summary on page 2
General Electives (upper division)	6	■			Should fulfill diversity requirement if not satisfied earlier
Semester Eight: [14 Credit Hours]					
Required: minimum cumulative GPA of 2.50 and completion of The Assurance of Learning Assessment given in MIS 44285					
ENTR 37045 Sales in the Entrepreneurial Venture	3	■		■	Offered in spring only
ENTR 47065 New Venture Creation	3	■	C	■	Fulfills writing-intensive course requirement; offered in spring only
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	Diversity Course Global / Domestic	Writing-Intensive	Minimum Major GPA	Minimum Overall GPA
121	39	36	Kent Core or General electives	ENTR 47065	2.25	2.25

Kent Core Summary

Kent Core Categories	Important Notes	Remaining Credit Hours
Composition (6-8 credit hours) <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
Mathematics and Critical Reasoning (3-5 credit hours)	Fulfilled in this major with MATH 11010.	0
Humanities and Fine Arts (9 credit hours) <i>Minimum one course from humanities in Arts and Sciences and minimum one course from fine arts</i>	May fulfill diversity requirement	9
Social Sciences (6 credit hours) <i>Must be selected from two curricular areas</i>	3 credits are fulfilled in this major with ECON 22060; May fulfill diversity requirement	3
Basic Sciences (6-7 credit hours) <i>Must include one laboratory</i>		6-7
Additional (6 credit hours) <i>Must be selected from two Kent Core categories</i>	Fulfilled in this major with ECON 22061, COMM 15000 and 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	3
ENTR 37195 Special Topics in Entrepreneurship I	3	FDM 35280 Fashion Entrepreneurship	3
ENTR 47045 Entrepreneurial Leadership	3	MIS 34185 Individual and Group Behavior in Organizations	3
ENTR 47093 Variable Title Workshop in Entrepreneurship	1-3	PSYC 31773 Industrial Psychology	3
ENTR 47195 Special Topics in Entrepreneurship II	3	TECH 43060 Management of Technology Innovation	3

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. Credit for ENG 11001 or 11002 or MATH 10023 or 10024 may apply toward general electives.

Special notes for major:

- A minimum 2.25 GPA and minimum C grade in ENTR 27056, 27065 and 27075.
- 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.



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 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 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 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.