



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				See note 1 on page 2
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				
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]					
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				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
Semester Four: [15 Credit Hours]					
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	3	■		■	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]					
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 (lower or upper division)	3			■	See note 2 on page 2



Critical requirements are boldface in shaded areas.

Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	Important Notes
Semester Six: [15 Credit Hours]					
Required: minimum cumulative GPA of 2.250 by the end of this semester					
BUS 30123 Professional Business Practices	3	■			See note 3 on page 3
ENTR 37065 Entrepreneurial Finance	3	■		■	
ENTR 37080 New Venture Creation	3	■	C	■	Fulfills writing-intensive course requirement; offered in spring only
Kent Core Requirement	3				See Kent Core Summary below
General Electives (lower or upper division)	3				At least 3 credit hours must be upper division; see note 4 on page 3
Semester Seven: [15 Credit Hours]					
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	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; see note 4 on page 3
Semester Eight: [14 Credit Hours]					
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	3	■		■	ENTR 47192 Fulfills experiential learning requirement; offered in spring only
MIS 44285 Integrated Business Policy and Strategy	3	■			
General Elective (lower or upper division)	8				Number of credits required depends on meeting minimum 121 credit hours and minimum 39 upper-division hours; see note 4 on page 3

Graduation Requirements Summary

Minimum Total Hours	Minimum Upper-Division Hours	Minimum Kent Core Hours	Global / Domestic Diversity Course	Writing-Intensive	Experiential Learning	Minimum GPA	
						Major GPA	Overall GPA
121	39	36	Kent Core or General electives	ENTR 37080	ENTR 47048, 47092 or 47192	2.250	2.250

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)	Enrollment based on placement test; 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)	Fulfilled in this major with ECON 22061 and COMM 15000 or either MATH 11012 or 12002.	0

- Note 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 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.



Note 2: Major elective (3 credit hours), choose from the following:

COMM 25863 Business and Professional Communications	3	ENTR 47195 Special Topics in Entrepreneurship II	1-4
ENTR 27192 Beginning Practicum*	1-4	ENTR 47292 Entrepreneurial Internship*	1-6
ENTR 37192 Advanced Practicum*	1-4	FDM 35280 Fashion Entrepreneurship	3
ENTR 37195 Special Topics in Entrepreneurship	1-4	MIS 34185 Individual and Group Behavior in Organizations	3
ENTR 45096 Individual Investigation	1-3	PSYC 31773 Industrial Psychology	3
ENTR 47045 Entrepreneurial Leadership	3	TECH 43060 Management of Technology Innovation	3
ENTR 47047 Strategic Dilemmas in Entrepreneurship	3		*Fulfills experiential learning requirement

Note 3: Students who have transferred ENG 30063 from another institution may use it as a substitute for BUS 30123.

Note 4: 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.

Special notes for major:

- 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).

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.

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 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.

