

SUGGESTED THREE-YEAR GRADUATION PLAN

Roadmap: Entrepreneurship - Bachelor of Business Administration

BU-BBA-ENTR

College of Business Administration

Department of Marketing and Entrepreneurship

Catalog Year: 2016-2017



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
Post-Secondary Coursework or Credit By Examination Upon Entry as a Freshman: [30 Credit Hours]						
	ECON 22060 Principles of Microeconomics ¹	3			KSS	
	MATH 11010 Algebra for Calculus ¹	3	C		KMC	
	Kent Core Composition ¹	6	C			
	Kent Core Humanities and Fine Arts ¹	9				
	Kent Core Social Sciences ¹	3				
	Kent Core Basic Sciences ¹	3				
	General Electives ²	3				
Semester One [17 Credits]						
Required: minimum overall GPA of 2.250 by the end of this semester						
!	ENTR 27056 Introduction to Entrepreneurship	3	C	■		
!	ENTR 27466 Speaker Series in Entrepreneurship	1		■		
	BUS 10123 Exploring Business ³	3				
	COMM 15000 Introduction to Human Communication	3	C		KAD	
	MIS 24053 Introduction to Computer Applications	3				
	UC 10097 Destination Kent State: First Year Experience ⁴	1				
	Kent Core Basic Sciences with a laboratory	3				
Semester Two [15 Credits]						
Required for progression in the major: Minimum 2.250 overall GPA, minimum C (2.000) grade in COMM 15000, ENG 21011, MATH 11010 and ENTR 27056.						
!	ENTR 37040 Entrepreneurial Tools ^s	3	C	■		
	ACCT 23020 Introduction to Financial Accounting	3				
	ECON 22061 Principles of Macroeconomics	3			KSS	
	MATH 11012 Intuitive Calculus (3) or MATH 12002 Analytic Geometry and Calculus I (5)	3-5			KMC	
	MKTG 25010 Principles of Marketing	3				
Semester Three [15 Credits]						
Required: minimum overall GPA of 2.250 by the end of this semester						
!	ENTR 37075 Entrepreneurial Marketing	3		■		
!	FIN 36053 Business Finance	3				
	ACCT 23021 Introduction to Managerial Accounting	3				
	FIN 26074 Legal Environment of Business	3				
	MIS 24056 Fundamentals of Business Statistics ⁵	3				
Semester Four [15 Credits]						
Required: minimum overall GPA of 2.250 by the end of this semester						
!	ENTR 37045 Sales in the Entrepreneurial Venture	3		■		
!	ENTR 37080 New Venture Creation ^s	3	C ⁷	■	WIC	
	BUS 30061 Business Professional Practices ⁶	1				
	ENG 30061 Writing in Business ⁶	2				
	MIS 24163 Principles of Management	3				
	Major elective ⁸	3		■		
Semester Five [15 Credits]						
Required: minimum overall GPA of 2.250 by the end of this semester						
	ENTR 37065 Entrepreneurial Finance	3		■		
	ENTR 47048 Entrepreneurial Experience I or ENTR 47092 Entrepreneurial Executive Apprenticeship I ^F	3	C	■	ELR	
	MIS 34060 Operations Management	3				
	General Electives ²	6				
Semester Six [13 Credits]						
Required: minimum overall 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 ²	7				

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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

- See list of Kent Core courses that can be earned through AP, CLEP or CBE exams on page 3
- 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.
- 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.
- UC 10097 is not required of transfer students with 25 credits (excluding College Credit Plus) or students age 21+ at time of admission.
- If a student has taken MATH 10041 Elementary Probability and Statistics they may use it in place of MIS 24056.
- 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.
- A minimum C (2.000) grade must be earned to fulfill the writing-intensive requirement.
- 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)	

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.
- Entrepreneurship majors will not get credit for ENTR 17001 Start-Up Entrepreneurs or ENTR 17002 Entrepreneurial Mindset.
- 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