

# **Entrepreneurship, B.B.A.**

## **Program Description**

The program of study in Entrepreneurship is designed for our students to foster deep thinking, experimentation, observation, and reflection as a means of instigating creativity and action into economic development. The program focus is broad and includes entrepreneurial orientation in a variety of settings including new venture creation, social stewardship, family business, government operations, and corporate endeavors. The goal is for our students to create an entrepreneurial mindset and spirit and the emphasis is on entrepreneurial application rooted in a solid foundation formed by successful organizational practices and theory.



This program is a part of the Michael J. Coles College of Business.

## **Admission, Enrollment, and Graduation Policies**

### Admissions Requirements

Admission to Coles B.B.A programs is separate from admission to Kennesaw State University. Students must meet the program requirements, outlined below. In order to be able to take upper-division courses in Accounting and graduate with an Accounting B.B.A., students must successfully:

- Complete BUSA 2150: Professionalism I: Clarifying My Major and Career
- Meet the Coles College Sophomore GPA Requirement
- Be admitted to the Coles Undergraduate Professional Program. Admission to the Coles Undergraduate Professional Program is separate from admission to Kennesaw State University. In addition, all business majors must earn a grade of "C" or better in all business courses counted toward their degree.

View the special admission, progression, and graduation requirements of the Coles College of Business

### Graduation Requirements

Each student is expected to meet the requirement outlined in Academic Policies 5.0 PROGRAM REQUIREMENTS & GRADUATION.

## **Program Course Requirements**

### **Core IMPACTS Curriculum (42 Credit Hours)**

General Education Core IMPACTS Curriculum

### **Core IMPACTS Curriculum Requirements Specific to This Major**

Students must take MATH 1111: College Algebra or higher in Mathematics & Quantitative Skills.

### **Core Field of Study (18 Credit Hours)**

Students must earn a grade of "C" or better in these courses.

- ACCT 2101: Principles of Accounting I
- ACCT 2102: Principles of Accounting II
- ECON 2105: Principles of Macroeconomics
- ECON 2106: Principles of Microeconomics
- ECON 2300: Business Statistics
- IS 2200: Information Systems and Communication

### **Leadership and Career Program (0 Credit Hours)**

- BUSA 2150: Professionalism I: Clarifying My Major and Career
- BUSA 3150: Professionalism II: Relevant Work Experience
- BUSA 4150: Professionalism III: Post-Graduate Success

### **Major Requirements (39 Credit Hours)**

Students must earn a grade of "C" or better in these courses.

### **Business Core (24 Credit Hours)**

- BLAW 2200: Legal and Ethical Environment of Business
- MGT 3100: Management and Behavioral Sciences
- MKTG 3100: Principles of Marketing
- FIN 3100: Principles of Finance
- IS 3100: Information Systems Management
- MGT 3200: Operations Management
- ECON 3300: Applied Statistical and Optimization Models
- MGT 4199: Strategic Management

### **Major Field Required Courses (15 Credit Hours)**

- ENTR 3001: Entrepreneurial Thinking
- ENTR 4002: Venture Creation
- ENTR 4003: Venture Funding
- ENTR 4004: Venture Commercialization
- ENTR 4005: Entrepreneurial Experience

### **Major Electives (18 Credit Hours)**

#### **Major Field Elective Courses (9 Credit Hours)**

*Select 9 credit hours from the following list of courses:*

- ACCT 4700: Valuation of Closely Held Businesses
- BUSA 3500: Culture & International Business
- FIN 4260: Short Term Financial Management
- HMGT 3300: Introduction to Hospitality
- MKTG 3410: Professional Selling
- MKTG 4520: Social Media Marketing
- MKTG 4666: Marketing for Entrepreneurs  
Any MGT 3000 or 4000 level course (except MGT 3397)
- MKTG 4850: Business to Business Marketing  
Any ENTR 3000 or 4000 level course

#### **Related Studies (9 Credit Hours)**

*Select 9 credit hours of 3000–4000 level coursework from the following prefixes: ACCT, BLAW, BUSA, ECON, FIN, FTA, HMGT, INS, IS, ISA, MGT, MKTG, RE. ENTR courses cannot be used here. MGT 3397 can be taken in Related Studies. See a Coles Staff Advisor before taking MGT courses – some MGT courses cannot be used in Related Studies.*

### **University Electives (3 Credit Hours)**

In accordance with KSU Graduation Policy, students must earn a grade of "D" or better in these courses while maintaining a minimum 2.00 cumulative GPA.

#### Free Electives (3 Credit Hours)

Select 3 credit hours of 1000–4000 level coursework from the University Catalog.

### **Program Total (120 Credit Hours)**