

## BACKGROUND AND REQUEST

### KENT STATE UNIVERSITY

#### Bachelor of Business Administration in Entrepreneurship

#### EXECUTIVE SUMMARY/REQUEST

This program clearly meets Regents' standards for baccalaureate degrees. No concerns were identified in the review.

**Request:** Kent State University requests approval for a Bachelor of Business Administration in Entrepreneurship. The proposed program is an interdisciplinary major housed in the College of Business Administration, Department of Marketing and developed by the College of Business, College of Technology, School of Fashion Design and Merchandising, and Liquid Crystal Institute with involvement from the National Consortium of Entrepreneurship Centers.

**Program Purpose/Mission:** The Bachelor of Business Administration in Entrepreneurship is designed to provide students with the academic background and business relevancy to succeed in large entrepreneurial corporations, small businesses or in the creation of new business ventures.

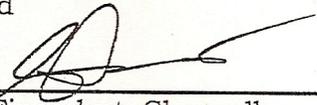
The College of Business currently offers a minor in entrepreneurship. Student demand for preparation in small business development has driven the expansion of the field. The number of entrepreneurship programs nationally has grown from virtually none over 20 years ago to 825 today. These programs typically range from a few courses to a major. University of Cincinnati and University of Dayton are the only Ohio institutions currently offering a degree in entrepreneurship. In addition to new student recruitment, the major in entrepreneurship provides an important option for students in KSU's School of Fashion Design and Merchandising and the College of Technology.

**Enrollments:** Kent State University anticipates an initial enrollment of 100 students over the next four year period. Enrollment projections are based on student interest and enrollment projections at other programs across the country.

**Curriculum:** The major includes the College of Business Administration's core business requirements and additional credits in the entrepreneurship major, including an internship option. The program provides students with an experience-base in starting and exiting a micro-business combined with coursework in entrepreneurial sales, finance, marketing, and a capstone course in venture creation (writing-intensive course). The entrepreneurship curriculum will be evaluated and accredited by American Association of Colleges and Schools of Business (AACSB). Kent State University's College of Business is currently AACSB accredited.

**Resource/Faculty Needs:** Kent State University has funded one full-time Non-tenure track position and one full-time tenure track position dedicated to entrepreneurship. Closely associated with the degree program is the University's Center for Entrepreneurship and Business Innovation. The Center provides additional resources for the program that link the academic program with experienced business professionals through an experiential learning lab, speaker series and living/learning community for students beginning in the freshman year. The Center for Entrepreneurship and Business Innovation and the College of Technology provide strong connections across Kent's regional and main campuses. Additional faculty support will be provided as needed.

End of Comment Period: March 17, 2008  
No Comment Received, Recommend Approval

Approved	
	2/11/08
Eric D. Fingerhut, Chancellor	Date