

College of Business Administration Entrepreneurship

Overview

What do Mark Zuckerberg, Steven Spielberg, Bill Gates and Blake Mycoskie have in common? They all have a passion they turned into an opportunity. Entrepreneurship powers the American and global economy and is focused on opportunity recognition, creativity and innovation, and new venture creation.

Kansas State University entrepreneurship students will develop the necessary skills to make innovative ideas become a reality, specifically by:

- Developing an understanding of the entrepreneurial process — from idea generation to the implementation of the new business or social venture.
- Gaining the ability to identify, research and analyze potential markets that would enhance value and profitability.
- Developing an understanding of the concept of risk and how its effect on new ventures can be minimized.
- Demonstrating the capacity to identify and acquire the resources needed for the creation and implementation of a new venture.

Professional options

Careers

- **Traditional entrepreneurship:** Start a new for-profit venture.
- **Franchising:** Operate the right to distribute a company's products, techniques and trademarks for a percentage of gross monthly sales and a royalty fee.
- **Family business:** Start or continue a family-owned and operated business.
- **Social entrepreneurship:** Start new or develop a company with a social mission as its primary purpose.

Points of pride

The Kansas State University Center for the Advancement of Entrepreneurship won the 2011 Emerging Program Award from the U.S. Association for Small Business and Entrepreneurship. The award is one of six national awards given annually by the organization to recognize quality entrepreneurship education and outreach programs.

- **Corporate entrepreneurship:** Develop new operations or products for existing corporations.
- **Business coach:** Advise owners of small and medium-sized businesses to improve their sales, marketing, management and team building by providing guidance, support and encouragement.
- **Commercial banker:** Work for banks or other financial institutions specializing in the lending, deposit and other financial needs of businesses.
- **Business analyst:** Work within existing organizations to help identify, analyze and pursue new markets, new products or new business opportunities.
- **Consultant:** Engage with multiple and changing clients as an expert or professional in a specific field with a wide knowledge of the subject matter.
- **Economic developer:** Improve the economic well-being and quality of life for a community by creating and retaining jobs, and by supporting or growing income and the tax base.
- **Small business development specialist:** Assist small business owners with the improvement of business practices in such areas as strategy, accounting, marketing, management, finance, operations, human resources and technical needs.
- **Small business executive:** Work on the organization and logistics of managing a small business.
- **Venture capitalist:** Make investments into new ventures and bring managerial and technical expertise, as well as capital to their investments.

Job experience

College of Business Administration students are sought after by large firms to intern during the summer. These internships are most often paid. More than 90 percent of students from the college find relevant jobs or choose to continue their education three months after graduation.

Academics

Accreditation

The College of Business Administration is among an elite 10 percent of business schools and colleges in the nation to hold accreditation by the Association to Advance Collegiate Schools of Business for all business and accounting programs.

Advising

All business students are assigned to one of six academic advisors who will guide them through their college careers.

Executive mentors

A new program of the college pairs students with highly successful mentors, including entrepreneurs. The professional relationship starts in the beginning of the student's career and is expected to last through graduation and beyond.

Activities

The Center for the Advancement of Entrepreneurship provides many opportunities for students to gain hands-on learning experience. These programs bridge the gap between academics and venture launch.

- **The Next Big Thing:** Have a new venture idea that you want to pursue? The Next Big Thing gives students an opportunity to compete for prize money and resources to help launch a new venture.
- **Business incubator:** The student business incubator gives aspiring entrepreneurs access to office space, supplies and additional resources to help advance a business. Yes, you can start a successful company while you are in school. Interested students can apply to be a part of this valuable program.
- **Entrepreneurship Speaker Series:** Learn from successful entrepreneurs what it really takes to make it. Attend lectures given by successful entrepreneurs to understand how they made their dreams a reality.
- **Wildcat Venture Fund:** The fund helps provide funding to student startups. This program will also provide student entrepreneurs access to advice and support from financial experts on how to structure, fund and grow their company.
- **Collegiate Entrepreneurs Organization, or CEO:** This group provides students interested in entrepreneurship the leadership opportunities to advance entrepreneurship at K-State. CEO's mission is to inform, support and inspire college students to be entrepreneurial and seek opportunity through enterprise creation.

Financial assistance

Scholarships

The college awards scholarships to first-year, transfer and continuing education students. In addition, the college also offers business-specific scholarships to be used for study abroad programs.

Suggested course work

Students entering the College of Business Administration for the first time enroll in the Business Administration Pre-Professions Program, or BAPP. Students with previous academic work either at K-State or elsewhere requesting transfer to the College of Business Administration must have a 2.5 or higher GPA to enroll in the BAPP curriculum.

Students remain in the BAPP until they meet the requirements for admission to their chosen business major and complete an application to degree plan. Students who do not meet the admission criteria for their chosen major by 60 credit hours (with at least 15 K-State graded hours) will be dismissed from the College of Business Administration.

The business curriculum is designed to provide both breadth and depth throughout the student's educational experience. Students will begin taking business courses during the freshman year, along with foundation courses like written and oral communication, math and economics, and general education courses that encourage personal growth in areas such as cultural development and understanding the natural and physical world. Most students will take at least one course in each of the core areas of business (accounting, finance, management and marketing) before pursuing the required major field courses in the marketing major.

To encourage academic diversity, all business students will be required to complete a 9-credit hour thematic sequence in an area of professional and/ in organizations, economics, agriculture, law, gerontology and geography, among many others. Students who pursue a minor or second major outside the College of Business Administration may use this course work to complete their thematic sequence requirement.

BAPP requirements

Hrs.	Courses	
3	English 100	Expository Writing I
3	English 200	Expository Writing II
2	COMM 105	Public Speaking IA
3	ENGL 417	Written Communication for the Workplace
3	MATH 100	College Algebra
3	MATH 205	General Calculus and Linear Algebra
3	STAT 350	Business and Economics Statistics I
3	STAT 351	Business and Economic Statistics II
3	ECON 110	Macroeconomics
3	ECON 120	Microeconomics
16	Nonbusiness courses. Students must complete at least one course in each of the following categories: aesthetic experience and interpretive understanding, global perspectives, human diversity in the U.S., natural and physical sciences with lab, and non business elective (chosen from any K-State 8 category).	
9	Thematic sequence	

Business core courses

Hrs.	Courses	
3	ACCTG 231	Accounting for Business Operations
3	ACCTG 241	Accounting for Investing and Financing
3	FINAN 450	Principles of Finance
3	GENBA 110	Business Foundations
0	GENBA 166	Business Information Technology Skills Proficiency
3	MANGT 366	Information Technology for Business
3	MANGT 420	Management Concepts
3	MANGT 421	Introduction to Operations Management
3	MANGT 595	Business Strategy
3	MANGT 596	Business Government Society
3	MKTG 400	Marketing

Major courses

Hrs.	Courses	
3	GENBA 340	Introduction to Entrepreneurship
3	MKTG 241	Marketing Plans for New Ventures
3	MANGT 390	Business Law
3	FINAN 561	Financing Emerging Businesses
3	MANGT 540	Entrepreneurial Consulting
3	MANGT 440	Entrepreneurship

Plus two courses from:

Hrs.	Courses	
4	ACCTG 331	Accounting Processes and Controls
3	ACCTG 342	Taxation (Pr: ACCTG 331)
3	ACCTG 433	Financial Reporting (Pr: ACCTG 331)
3	AGEC 202	Small Business Operations
3	MANGT 531	Human Resource Management
3	MANGT 535	Employment Law
3	MANGT 620	Social Entrepreneurship
3	MANGT 653	Business Project Management
3	MANGT 660	Supply Chain Planning and Control
3	MANGT 662	Supply Chain Management
3	MANGT 690	International Management
3	MC 421	Advertising Sales
3	MC 423	Global Advertising
3	MC 446	Advertising Media Planning
3	MC 456	Advertising Techniques
3	MKTG 450	Consumer Behavior
3	MKTG 541	Retailing (Pr: MKTG 450)
3	MKTG 542	Personal Selling
3	MKTG 543	Integrated Marketing Communications (Pr: MKTG 450)
3	MKTG 545	Marketing Channels
3	MKTG 546	Services Marketing
3	MKTG 642	Marketing Research (Pr: MKTG 450)

Economics electives

Choose 1 from:

Hrs.	Courses	
3	ECON 520	Intermediate Microeconomics
3	ECON 523	Human Resource Economics
3	ECON 540	Managerial Economics
3	ECON 620	Labor Economics
3	ECON 640	Industrial Organization and Public Policy

Unrestricted electives

Hrs.	Courses	
15	Unrestricted electives	

Minor requirements (15 credit hours)

Hrs.	Courses	
3	GENBA 340	Introduction to Entrepreneurship
3	ENGL 455	Exploring Creativity
3	GENBA 350	New Venture Creation
6	Two electives that support the students' planned venture to be approved by the Center for the Advancement of Entrepreneurship	

For more information about entrepreneurship contact:

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www.k-state.edu/future-students/majors-and-programs/entrepreneurship

For more information about Kansas State University, contact:

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