

## College of Business Administration

# Entrepreneurship

### Overview

Entrepreneurship is a dynamic process of vision, change and innovation. Learn how to build entrepreneurial skills within your chosen degree program while enhancing your career success in any industry. Entrepreneurship powers the American and global economy and is focused on opportunity recognition, creativity and innovation, and new venture creation. This fast-growing field gives students the knowledge and skills to turn their ideas into reality.

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 a 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.

#### 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 and the 2012 Emerging Center Award by the Global Consortium of Entrepreneurship Centers.

- **Social entrepreneurship:** Start new or develop a company with a social mission as its primary purpose.
- **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.

#### Faculty

Our highly qualified faculty members are dedicated to providing an outstanding educational experience for students. Our faculty members have industry experience and are prolific researchers, bringing their deep knowledge of business to the classroom.

#### Advising

All business students are assigned a professional academic advisor. Academic advisors provide individualized and comprehensive services to help students with all aspects of their academics and extracurricular activities. The academic advising team utilizes an integrated framework for successfully navigating the college experience from start to finish. Their main goals are to help students be successful in the program and be prepared for their future careers.

#### Professional development

Business students have the exclusive opportunity to participate in Career Development, the college's professional development program. Its three components — Professional Advantage certification, Executive Mentor and Career Coach — will provide you with training and support in developing nontechnical skills needed to identify a career path, pursue professional goals and find success in life and work.

Professional Advantage certification provides career-focused training sessions taught by industry professionals. In the Executive Mentor program, students are connected with successful K-State alumni and friends who will support you in achieving your professional goals. The Career Coach program provides a one-on-one coach to develop your career objectives and determine which opportunities will best prepare you for your dream job.

## 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 K-State Launch:** The K-State Launch gives students an opportunity to compete for prize money and resources to help launch a new venture.
- **Venture Accelerator:** This program gives aspiring entrepreneurs access to office space, supplies and additional resources to help advance a business, allowing students to start a business while still in school.
- **Entrepreneurship Speaker Series:** Attend lectures given by successful entrepreneurs to understand how they made their dreams a reality.
- **Student Venture Fund:** The fund helps provide funding to student startups. This program also will provide student entrepreneurs access to advice and support from financial experts on how to structure, fund and grow their company.

## Financial assistance

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 coursework

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 nine credit hours 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 nonbusiness elective (chosen from any K-State 8 category).	
9	Thematic sequence	

### Business core courses

Hrs.	Courses	
0	GENBA 101	Business Orientation
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 Ethics and Corporate Citizenship

3	MKTG 400	Marketing
<b>Major courses</b>		
<b>Hrs. Courses</b>		
3	ENTRP 340	Introduction to Entrepreneurship
3	MANGT 390	Business Law
3	FINAN 561	Finance for Entrepreneurs
3	ENTRP 440	Entrepreneurship
3	ENTRP 540	Entrepreneurial Consulting

### Major electives (9 credit hours)

Select nine credit hours from:

Hrs.	Courses	
3	MANGT 531	Human Resources Management
3	ENTRP 466	Digital Business
3	ENTRP 520	Social Entrepreneurship
3	ENTRP 350	Technology and Innovation Management

### Economics electives (3 credit hours)

Economics elective must be selected from economic course offerings numbered 510 or above in consultation with your academic advisor. Economics electives may not overlap with economics courses used to complete other requirements within the entrepreneurship major.

### Unrestricted electives

Hrs.	Courses
15	Unrestricted electives

### For more information about entrepreneurship contact:

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### For more information about Kansas State University, contact:

Office of Admissions  
Kansas State University  
119 Anderson Hall  
919 Mid-Campus Drive North  
Manhattan, KS 66506-0102  
1-800-432-8270 (toll free) or  
785-532-6250  
k-state@k-state.edu  
k-state.edu/admissions

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Post-Graduation Statistics  
k-state.edu/postgrad-stats  
ksdegreestats.org