



KENNESAW STATE UNIVERSITY

COLES COLLEGE OF BUSINESS
*Michael A. Leven School of Management,
Entrepreneurship and Hospitality*

December 2019

Enactus Competition Wins

First Place!

KSU Enactus Students, competed in the
MAD HOUSERS HI-HAT SHELTER COMPETITION

[read more...](#)

KSU Enactus is funding the build of the project which will be placed near campus for homeless students to use.



Progress on the New Hospitality Program



Endowed Chair, Professor Melih Madanoglu has been working on creating the new Hospitality Program. It has been approved by the UPCC, (the University Policies and Curriculum Committee) and will be going to the Board of Regents early Spring for approval. We are in the process of hiring a Program Director in Hospitality. Lots of excitement for this new Program beginning the Fall of 2020!

MEBUS

The Joel A. Katz Music and Entertainment Business Program



Keith Perissi

Director of the Joel A. Katz Music and Entertainment Business (MEBUS) program, was sworn in as a member of the Georgia Film, Music and Digital Entertainment Office Advisory Board on Nov. 13 during a ceremony with Governor Kemp at the State Capital. [Read more..](#)

MEBUS Executive in Residence Leads Industry Panel

Last weeks Atlanta Business Chronicle "Business of Entertainment" event featured several Coles College connections, including Bryan Calhoun, director of artist marketing and industry relations for Pandora, who is also the Joel A. Katz Music and Entertainment Business programs executive in residence. The event brought together major players in the state's film, TV, music and videogame industries. [Read More...](#)



Professor Doug Moodie

Congratulations to Dr. Doug Moodie for being voted the Best Professor in the WebMBA program by the students in cohort 77!.

New Class for Non-Business Majors!

If you have Entrepreneurship Interests, but aren't currently a Business Major, this new class being offered this Spring could be a good fit.

ENTR 4490

ENTREPRENEURSHIP FOR NON-BUSINESS MAJORS

This course will:

- ✓ Start with two weeks of business basics
- ✓ Help you develop an entrepreneurial mindset
- ✓ Introduce you to important entrepreneurial skillsets, such as:
 - Idea Development
 - Target Market Identification
 - Choosing a Business Model
 - Developing Start-Up Financial Projections
 - Understanding and Choosing Funding Sources
 - Development a New Venture "Pitch"
 - And...much, much more!



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Prerequisites: Non-business majors, Sophomore level or higher, and a 2.50 KSU GPA.

FOR MORE INFORMATION CONTACT: Dr. Mark Hiatt, Assistant Director and Assistant Professor of Management
470.578.7548 | mhiatt1@kennesaw.edu

Enrollment in Entrepreneurship

Program Up 40 Percent

Enrollment in the Colleges Bachelor of Business Administration degree program in entrepreneurship reached 257 students in Fall 2019, up from 181 in the spring, representing a nearly 42 percent increase. [Read more...](#)

Shore Entrepreneurship Center

ALL ACCESS SPRING 2020

Mark your calendar. There are several new companies as well as some favorites.

ALL ACCESS SPRING 2020

FYI...

Important Information about Registration:

- Drop Add begins January 6th-First Day of Classes
- Drop Add ends January 10th- @ 11:45pm
- Coles College Advising takes appointments M-TH and Walk-Ins on Friday. [\(for more information\)](#)

Career Coaching Information

Internship & Co-op Advising

MGT Course Description

ENTR Course Description

Happy Holidays

May your holiday be filled with cheer,
warm memories and happiness.

Thank you for being a part of the
Michael A. Leven School of
Management, Entrepreneurship,
and
Hospitality

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