

GENERAL INFORMATION



Excellence in Action

COLLEGE OF BUSINESS ADMINISTRATION

Kent State University's College of Business Administration offers a baccalaureate program called the Bachelor of Business Administration (B.B.A.) degree. Students with career interests in business pursue a B.B.A. degree with a major in one of the following areas: accounting, business management, computer information systems, economics, entrepreneurship, finance, managerial marketing and marketing. Students wanting to expand their knowledge even further can pursue graduate business programs at Kent State leading to the Master of Business Administration (MBA), the Master of Arts in economics, the Master of Science in accounting, the Master of Science in financial engineering or the Ph.D. in business administration.

ACCREDITATION

Kent State's College of Business Administration is accredited by AACSB International — the Association to Advance Collegiate Schools of Business. Kent State's College of Business Administration is one of only five percent of business schools in the world to be accredited by AACSB. Less than one-third of the business schools in the nation meet this organization's rigorous accreditation standards.

Accreditation is important to students because it suggests certain standards are met. Such standards include the credentials of faculty who teach business courses, the resources that are made available to business students (such as computers, software, study areas within the university's buildings, library holdings, etc.), the types of courses that students take for the Bachelor in Business Administration degree and admission requirements to the College of Business Administration.

THE B.B.A. DEGREE PROGRAM

All qualified students (based on Kent State admission requirements) are admitted directly to a business major (i.e., accounting, business management, computer information systems, economics, entrepreneurship, finance, managerial marketing and marketing). Students who are undecided about a business major should choose "Business-undeclared." During the freshman year, students are introduced to the world of business with a course called Exploring Business. They are also encouraged to take the Introduction to Entrepreneurship course even if they don't want to start their own business. Thinking like an entrepreneur, whether one has his/her own business or not, is important to the success of any organization.

During the freshman and sophomore years, all business majors take an introductory course in each of the basic areas of business (accounting principles, micro and macroeconomics, computer applications, business management, legal and regulatory environment to business, marketing and statistics) along with the Kent Core (humanities, fine arts, social sciences, basic sciences). In the junior and senior years, students take additional core business courses (finance, operations management and business policies) and focus on their major. Internships, business experiences and study abroad are all encouraged.

ADMISSION REQUIREMENTS FOR THE ADVANCED BUSINESS PROGRAM

PROGRESSION REQUIREMENTS

After completing 46 or more credit hours, students must have earned a minimum 2.5 cumulative GPA in addition to meeting certain grade requirements in major related courses, as well as in English, communications and mathematics, in order to progress in the following majors: accounting, business management, finance, managerial marketing and marketing. For the economics and entrepreneurship majors, students must have earned a minimum 2.25 cumulative GPA (in addition to meeting certain grade requirements in major courses, as well as English, communications and mathematics for the entrepreneurship major) in order to progress after completing 46 or more credit hours.

THE MAJORS

The **accounting major** prepares students for careers as professional accountants by providing instruction in financial accounting, cost or managerial accounting, auditing, tax and accounting systems. The accounting curriculum provides a foundation in both theory and practice, encompassing the body of concepts, conventions, principles and theories essential to the professional competency expected of accounting graduates. The Department of Accounting places a great deal of emphasis on knowledge and understanding of the concepts and theories and the development of professional accounting research, computer applications, ethical decision making and interpersonal written and verbal communication skills.

The purpose of the **business management major** is to provide students with abroad-based business degree and an in-depth knowledge of issues related to leading and managing people. Business management students take basic foundation courses in accounting, economics, finance, management and marketing. Special emphasis is placed on a core of three required management courses – Human Resource Management, Leadership and Total Quality Management – and students choose seven additional courses from a broad list of business and nonbusiness courses for the major.

The **computer information systems major** teaches students how to design and manage complex computer systems for a company and how to help people use these computer systems effectively and efficiently.

Primary areas of study include database management, computer programming, telecommunications networks, the Internet and systems analysis and design. There is a balanced emphasis on large and small computers and on centralized versus end-user computer applications.

The **economics major** is the study of how society manages its scarce resources. The skills emphasized in the economics major will prepare students well for the first position they obtain and also for future career changes. Employers are interested in potential employees who can conceptualize and solve problems, can quickly find, organize and use relevant information and have analytical ability.

Economics majors obtain interesting and challenging positions with excellent opportunities for advancement in business, government at the federal, state and local levels and nonprofit organizations. Undergraduate economics majors

SCHOLARSHIP OPPORTUNITIES

The College of Business Administration offers scholarships to help Kent State students fund their education, including scholarships for advanced business students. Generally, to be considered for the junior- and senior-level scholarships, students need to apply the semester prior to either their junior or senior year.

To request freshman business scholarship applications, call 330-672-2872. Other freshman scholarships are available through the Honors College at 330-672-2312 or the Student Financial Aid Office at 330-672-2972.

GENERAL INFORMATION



Excellence in Action

are also well prepared to pursue graduate work in economics or law school. For students with an interest in international opportunities, the economics major is an excellent program to consider.

The **entrepreneurship** major at Kent State University emphasizes the acquisition of leadership skills and creativity in problem solving and decision making through experiential and hands-on learning. The entrepreneurship curriculum is designed to provide students with the academic background and tools to succeed in large entrepreneurial corporations, small business or to create new ventures. The focus of the program is helping students recognize market and business opportunities, learn when to seize them or take action (with only limited resources), while creating value. Regardless of students' career paths, entrepreneurial-relevant skills will help them be successful in new, emerging or existing ventures. The business community is thoroughly interested in entrepreneurially minded individuals; as a result, career opportunities exist in nearly every business and industry.

The **finance** major prepares students to succeed in a wide variety of interesting, exciting and challenging careers in corporate financial management and the fast-growing financial services industry. All students majoring in finance take a core of courses that provide a strong foundation in financial management, the financial system, investments and the practice of financial management in an international arena. Depending on their interests and career objectives, students also choose electives in the areas of derivatives, risk management, commercial banking, real estate and accounting. Opportunities exist to earn academic credit for supervised internships at local businesses. The finance department strives to blend the theoretical concepts of financial management into a curriculum that equips students with the practical skills necessary to become a successful finance practitioner.

Marketing is a broad field involving a wide variety of tasks including the analysis, planning, implementation and control of marketing programs. Entry into the field may take different routes. To assist students in determining which route they wish to take, there are two programs in marketing at Kent State University (**marketing and managerial marketing**). The two curricula have different orientations and teaching methods intended to meet different student needs. The **marketing** curriculum is designed to provide students with a broad working knowledge of the theory and practice of marketing. This course of study is very traditional in its orientation and is comparable to marketing programs offered at major universities throughout the United States.

In contrast, the **managerial marketing** curriculum is designed to educate students to function effectively in the small business environment by giving them the abilities to analyze information and make insightful and autonomous managerial decisions through extensive experiential and hands-on learning. (The skills acquired in this program also have value should students gain employment in large firms.) The coursework for the managerial marketing major is sequential and integrated, each course building upon prior classes to give students, upon graduation, a thorough body of knowledge, skills and abilities that will make our graduates capable of being fully functional marketing professionals. Marketing positions include sales, marketing management, research, customer service, and other opportunities in profit and nonprofit organizations, which provide goods and services to various consumer groups and businesses.

THE MINORS

The College of Business Administration also encourages students to consider the minor programs that the college offers: accounting, computer information systems, economics, entrepreneurship, finance, healthcare systems management, human resource management, international business, management and marketing. Students majoring in any College of Business Administration program may want to consider earning minors in programs offered by other Kent State colleges (i.e., psychology, communications, English, mathematics).

LEARNING COMMUNITIES

ACCELERATED BACHELOR OF BUSINESS ADMINISTRATION (A-BBA)

The Accelerated Bachelor of Business Administration learning community will allow completion of the business bachelor's degree in three years or less, depending on the amount and nature of post-secondary work. Students take classes together while living in the same residence hall. They make immediate connections with their peers, faculty, administration and business professionals; as well as have quick, easy access to advisors.

ACCOUNTING FRESHMEN INTEREST GROUP (AFIG)

The Accounting Freshmen Interest Group connects incoming freshman accounting majors together through shared coursework, tours and specialized activities linking them to the Kent State and business communities. Students can choose to live in the residence halls or commute to campus.

A COMMUNITY OF ENTREPRENEURS (ACE)

A Community of Entrepreneurs offers students an opportunity to connect and work with others who share their enthusiasm for entrepreneurship while living together or commuting. Students have access to resources that can help them create their own business and expand their network.

COLLEGE OF BUSINESS COLLEAGUES (CBC)

The College of Business Colleagues program strives to encourage professional development and career exploration by offering special programs, seminars, lectures and company tours that provide opportunities for interaction with faculty, professional staff, alumni and business partners. Students can choose to live together or commute to campus.

THE INTERNATIONAL BUSINESS (IBUS)

The International Business community is open to first-year residence hall and commuter students, in any major at Kent State, who are interested in an opportunity to live among students from different cultures and learn about international business and education-abroad opportunities. The program will include domestic and international students. Students will take several of their courses together; participate in social events and business programming opportunities, such as speakers and tours; and have opportunities to go on cultural field trips.

General Information

College of Business Administration
330-672-2872
www.kent.edu/business/undergrad

Admissions Office

Kent State University
P.O. Box 5190
Kent, OH 44242-0001
330-672-2444
1-800-988-KENT
www.kent.edu/admissions

For information on all of Kent State's degrees and majors, go online to www.kent.edu/gps.