

# BUSINESS MANAGEMENT



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 general business with opportunities to advance to some area of management should consider a B.B.A. degree with a major in business management.

## THE DEGREE PROGRAMS

In addition to taking advantage of the undergraduate programs, 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 5 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 B.B.A. degree and the business management major 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 earning a minimum C in the Principles of Management course and a minimum C in English, communications and mathematics in order to progress in the business management major.

## THE BUSINESS MANAGEMENT MAJOR

The purpose of the business management major is to provide students with a broad-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 electives.

## CAREER OPPORTUNITIES

**The business management major gives students credentials important to getting their first job as an entry-level manager or manager-trainee. Graduates with a major in business management might spend time as a manager-trainee in every department of an organization learning the business inside and out. After the training period, the manager-trainee may be assigned to a specific department and have responsibility for even just one person and a small area of a department.**

**Managers can be found in any organization of any size – small corner stores; department stores; accounting firms; retirement homes; manufacturers and business-to-business organizations.**

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## RELATED EXTRACURRICULAR OPPORTUNITIES

To build connections for eventual employment opportunities and to develop organizational and leadership skills, students are encouraged to join student organizations. Involvement of this kind gives students the chance to participate in extracurricular activities in the field of management, and it allows students to interact with faculty and management practitioners in informal settings. One such student organization that presents considerable appeal to any business major is Delta Sigma Pi, the professional business fraternity, which is open to all students. For business management, the Society for Human Resource Management offers professional development opportunities.

## RELATED ACADEMIC OPPORTUNITIES

Employers and educators recognize the importance of building a strong liberal arts background, especially for business students. Students are encouraged to consider minors offered by Kent State's other colleges and schools. For example, a student may like to manage a retirement home. Having a major in business management and a minor in gerontology might be very helpful in achieving this goal.

The minors offered by the College of Business Administration include accounting, computer information systems, economics, entrepreneurship, finance, healthcare systems management, human resource management, international business, management and marketing.

## LEARNING COMMUNITIES

### ACCELERATED BACHELOR OF BUSINESS ADMINISTRATION

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

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

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

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.

## SCHOLARSHIP OPPORTUNITIES

The College of Business Administration offers scholarships to help its students fund their education.

To request freshman business scholarship applications, call 330-672-2872.

Other freshman scholarship opportunities are available through the Honors College at 330-672-2312 and the Student Financial Aid Office at 330-672-2972.

### Business Management

College of Business Administration  
330-672-2872  
[www.kent.edu/business/undergrad](http://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](http://www.kent.edu/admissions)

For information on all of Kent State's degrees and majors, go online to [www.kent.edu/gps](http://www.kent.edu/gps).