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 computers, telecommunications network management, project management, web programming, enterprise systems or database management should pursue a B.B.A. degree with a major in computer information systems.

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, 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. Kent State’s College of Business Administration is in an elite group, being one of only 178 universities worldwide to achieve dual accreditation in both business and accounting. To receive accounting accreditation, an institution must first earn or maintain AACSB business accreditation. 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 economics 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.

During the freshman and sophomore years, all business majors take an introductory course in each of the basic areas of business (financial and managerial accounting, microeconomics and macroeconomics, computer applications, principles of management, legal and regulatory environment to business, principles of marketing and business 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. Business experiences as well as education 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 Introduction to Computer Applications, Systems Analysis I, Web programming courses and a minimum C in English, communications and mathematics in order to progress in the computer information systems major.

THE COMPUTER INFORMATION SYSTEMS MAJOR
Computer Information Systems (CIS) are the complex and typically large and expensive software systems that are essential to the daily operation of organizations. Examples include airline reservation systems, bank automated teller systems, trading systems for stock exchanges and accounting/auditing systems. The computer information systems major

CAREER OPPORTUNITIES
The computer information systems major trains students to work with computerized information systems in a business or nonprofit organization. Since computers touch all of our lives, the need for people in this area is great. Opportunities exist in many different organizations, such as commercial banks, manufacturing, healthcare facilities, advertising agencies, accounting firms, childcare centers, retail stores and utility companies (e.g., Allstate Insurance, Goodyear Tire and Rubber, Lubrizol, Progressive Insurance, Timken, Smuckers). The goal of the computer information systems major is to produce graduates who can begin CIS careers as computer programmers, rapidly progress to systems analysis responsibilities and ultimately rise to careers in management. CIS specialists often work closely with end-users, so people skills are important. Career opportunities extend all the way to becoming the chief information officer for an organization, reporting directly to the chief executive officer.
Leaves students how to design and manage such computer systems for a company and how to help people use computer systems effectively and efficiently. Primary areas of study include database management, computer programming, telecommunications networks, Web development, e-commerce and systems analysis and design. There is a balanced emphasis on large and small computers and centralized versus end-user computer applications. Additionally, students will complete a business experience and internship as a required course.

**RELATED ACADEMIC OPPORTUNITIES**

Employers and educators recognize the importance of building a strong liberal arts background for business students. Students are encouraged to consider minors offered by the other colleges and schools at Kent State. For example, a student may want to work in a computer information systems position for some branch of city government, such as a chamber of commerce. Having a major in computer information systems and a minor in political science might be very helpful in achieving this goal.

The College of Business Administration also encourages computer information systems majors to consider a minor program that the college offers such as:

- Accounting
- Economics
- Entrepreneurship
- Finance
- Healthcare Systems Management
- Human Resource Management
- International Business
- Management
- Marketing

**LEARNING COMMUNITIES**

First-year students have the opportunity to enhance their college experience by participating in the Business Learning Community developed around the student’s academic interest in business. The Business Learning Community is located in Prentice Hall. Students living on campus reside in Prentice Hall (unless in honors housing) and commuters are welcome to join as well.

The Business Learning Community immerses the student in an environment that supports academic and professional success. The Business Learning Community provides a format that brings business student peers and faculty members into smaller groups creating academic and social support networks. Learning Communities provide unique opportunities to:

- Connect students with their peers quickly and develop lifelong friendships.
- Develop leadership skills by taking a principles course introducing students to leadership basics and further develop their potential through practical experience.
- Learn about the business world by participating in special lectures, seminars, guest speakers, industry visits and professional networking opportunities.

**CAREER SERVICES OFFICE**

The College of Business Administration highly values the significance of out-of-classroom business experience. The College of Business Career Services Office can provide business experiences that will help students:

- Develop skills in the workplace before graduation.
- Interact in a professional setting to prepare students for the transition from an academic to a corporate environment.
- Understand the level of performance and professional behavior expected by employers.
- Develop a network of professional contacts that will become invaluable upon graduation.

The Career Services Office’s goal is to continually expand partnerships and collaborations with firms locally, nationally and around the globe. Those alliances will provide the student with the opportunity for positive, enriching practical business opportunities that can equal future career placement.

**SCHOLARSHIP OPPORTUNITIES**

To assist students in funding their education, the College of Business Administration offers financial and merit-based scholarships. Scholarships are available to incoming freshmen through graduating seniors and vary from tuition and book awards to stipends. College of Business Administration scholarship information is available online to incoming students and can be found posted in various locations throughout the college for sophomores, juniors and seniors. Generally, to be considered for these scholarships, students need to apply early in the spring semester. An average GPA of 3.0 or higher is a typical academic qualifier for most scholarships, but students of all academic levels are encouraged to apply.

Other freshman scholarships are available through the Honors College at 330-672-2312 or the Student Financial Aid Office at 330-672-2972.

**Undergraduate Programs Office**

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

**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.