The skills emphasized in the economics major will prepare students well for the study of how society manages its scarce resources. The program then builds upon that base with studies in supply chain management, leadership, human resources management and global business management as a foundation of the skills that managers need to know in today's global economy.

Economics majors obtain interesting and challenging positions with excellent opportunities for advancement. Interested employers will find graduates who can conceptualize and solve problems, can analyze and use relevant information and have analytical ability. Economics majors obtain interesting and challenging positions with excellent opportunities for advancement. Employers are interested in potential employees who can conceptualize and solve problems, can quickly find, organize and use relevant information and have analytical ability. Graduates 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.
Entrepreneurship is not solely about owning your own business. Entrepreneurship is a mind-set — a way of thinking about business. Employees of large or small companies help their employer if they can think like an entrepreneur. A substantial part of the entrepreneurship major is the development of an entrepreneurial mind-set that allows students to take control of their lives regardless of their chosen career path.

The entrepreneurship curriculum is designed to provide students with the tools and academic background they will need to succeed in their own start-ups, small businesses or entrepreneurial corporations. Regardless of students’ career paths, the leadership, problem solving and decision-making skills they gain will help them succeed. Kent State’s entrepreneurship major is unique because it focuses on practical experience. Building progressively on the set of entrepreneurial tools that students master in areas such as entrepreneurial marketing, entrepreneurial finance, sales in the entrepreneurial venture and others, the entrepreneurship major culminates in students launching and running their own business in their senior year.

In this two-semester sequence of courses, the students experience all aspects of running a business, from idea generation to feasibility analysis to legally establishing their company, creating their product or service and generating sales. Students have the option to continue to run or exit the business upon graduation. Alternatively, they may choose to pursue an executive apprenticeship in a start-up business, thus gaining a distinct set of skills through that experience.

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 can customize their electives in the areas of derivatives, risk management, commercial banking 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.

MINORS AND A CERTIFICATE

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). Additionally, the College of Business Administration offers the opportunity for students to pursue the Professional Sales Certificate. The Professional Sales Certificate provides a broad spectrum of employment opportunities when combined with many different majors. It gives students the added edge in job hunting for sales related positions.

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.