

# 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 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 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 a broad-based business degree and an in-depth knowledge of issues related to leading and managing people. Business Management students start with courses in leadership, human resources management and global business management as a foundation of the skills that managers need to know in today's global economy. The program then builds upon that base with studies in supply chain management, collaborative project management and business consulting and a practicum. Students round up their specialization by customizing their major elective courses and college elective courses from other functional areas in an organization such as accounting, economics, finance, and marketing.

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 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.

## 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.

# GENERAL INFORMATION



**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.

## 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.

### 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](http://www.kent.edu/gps).