The Path to Business Success Begins Here

College of Business Administration
Undergraduate Programs

From Kent, The World.
The business world is more dynamic than ever. Changing with each new technology advancement, business moves quicker — connecting people anywhere and anytime in today’s truly global marketplace.

To compete and succeed in today’s fast-paced environment as a business graduate, you must be armed with vital tools. You will need to understand the latest business trends and practices, while anticipating what is yet to come. As a graduate of Kent State’s College of Business Administration, you will enter the workforce ready to compete and succeed.

Kent State’s College of Business Administration wants you to earn much more than a business degree. We want you to graduate having essential, real-world business experience that connects you to career opportunities.

You can select from eight undergraduate business majors all designed to prepare you for a successful career in a variety of industries. While coursework lays the foundation for business know-how, the college equally emphasizes hands-on experience such as internships, career advising, skill building opportunities and exposure to international markets.

Kent State’s College of Business Administration prepares you to be a global leader in today’s competitive business world.
How Are We Different?

Kent State’s College of Business Administration:

- Immerses you directly into your business major with no pre-majors. When you are admitted, your major is not pre-business, pre-accounting or pre-business management, etc. Your major is accounting, business management, computer information systems, economics, entrepreneurship, etc. If you are undecided about a major, you should choose business undeclared. This will allow you three semesters to decide on your specific major.

- Allows you to earn your bachelor’s degree in business in 120 credit hours or eight semesters, equaling four years of regular course loads.

- Offers an accelerated bachelor’s degree in business for high-achieving students, allowing you to graduate in just three years.

- Encourages you to take business courses in your freshman and sophomore years, allowing you to network with your peers from the start. Business courses include:
  - Exploring Business
  - Financial and Managerial Accounting
  - Introduction to Computer Applications
  - Introduction to Entrepreneurship
  - Microeconomics and Macroeconomics
  - Principles of Marketing
  - Principles of Management
  - Legal and Regulatory Environment of Business

- Gives you the opportunity to enroll in linked courses your first semester, which provides you the opportunity to connect with your fellow peers and network in study groups. Linked course discussions and projects center around business practices. Typical courses include: First-Year Experience, Exploring Business and a Kent Core.

- Offers a business Ph.D. program that attracts both high-caliber faculty and students who bring real-world managerial experience to the classroom.

Who Are We?

The program for each business major is designed to provide you with personalized attention. We keep classes small, maintaining a low student-faculty ratio that allows our faculty to become familiar with you and maximize your learning experience.

Kent State’s College of Business Administration is:

- Consistently recognized by U.S. News & World Report, earning a top-tier ranking of the “Best Business Programs” for our undergraduate business degree.

- Accredited by the Association to Advance Collegiate Schools of Business (AACSB) International. We are among the select 29 percent of U.S. business colleges nationwide that meet the rigorous standards set by AACSB International. Our business program is among the elite four percent of programs worldwide to meet AACSB accreditation.

- A leader in accounting education. Our program boasts an active doctoral program that has achieved separate AACSB International accounting accreditation — an accomplishment that only 180 leading programs worldwide have received, including only one other in Ohio.
Points of Distinction
Kent State’s College of Business Administration:

• Is the only college on campus that has its own Career Services Office, providing career advising and internship opportunities solely to business students.

• Hosts the John S. Brinzo Entrepreneurship Laboratory in the Center for Entrepreneurship and Business Innovation.

• Holds a satellite office of The TechSpot, an on-site technology service and repair center.

• Is home to the Delta Sigma Pi student-run café.

• Offers a Business Learning Community that provides our first-year students invaluable networking opportunities with other business students, faculty and business professionals.

Outstanding Faculty With Contemporary Experience
You will benefit from the accomplished faculty members who are attracted to Kent State because of its Ph.D. in Business Administration program. Some undergraduate courses are taught by Ph.D. students who were in managerial-level positions and can readily bring the business world to the classroom.

The college regularly has faculty nominees and award recipients of the Kent State University Alumni Association’s Distinguished Teaching Award and the Distinguished Scholar Award, the university’s most prestigious honors in teaching and research accorded to full-time faculty.

The Department of Accounting faculty members have been honored with industry awards for Outstanding Ohio Accounting Educator by the Ohio Society of CPAs and the Ohio Region of the American Accounting Association. The accounting faculty have also earned university awards for Distinguished Teacher and Distinguished Scholar, plus Professor of the Year from various student groups.

An Accredited, Comprehensive Business College
In order to offer a complete business program, the College of Business Administration awards graduate degrees beyond the Bachelor of Business Administration (B.B.A.). Our Master of Business Administration (MBA) programs are designed to meet your future needs — whether you desire a full-time, part-time or one of our two executive MBA programs for either corporate or healthcare professionals. We also offer the MBA in concentrations of study in accounting, entrepreneurship, economics, finance, marketing, international business, human resource management, information systems, supply chain management and fashion design and merchandising. Dual master’s degrees are also available in these areas: MBA/Architecture (M. Arch.), MBA/Nursing (M.S.N.), MBA/Library and Information Science (M.L.I.S.), MBA/Translation (M.A.) and MBA/Communication Studies (M.A.)

Our Executive MBA for Corporate Professionals offers a program designed for mid-level and senior managers, that provides convenient weekend scheduling and the opportunity to network with peers from a multitude of industries. Plus, our new Executive MBA for Healthcare Professionals is at the forefront of providing business management skills that meet the needs of professionals in the ever-changing healthcare industry.

Plus, we offer a Master of Arts in Economics, an accredited Master of Science in Accounting program and a Ph.D. in Business Administration.

John Myers, Business Administration Alumnus, ’79
AIC Management
President
I was the first person in my family to graduate from college. I commuted and worked several jobs to pay for school; it was not easy, but earning a business degree was very important to me. I wasn’t an A+ student, but I had dedicated professors who really helped me grasp the coursework and graduate. With each career move, my degree figured into the hiring decision because of the college’s accreditation and highly valued programs.
Overview
Kent State’s Bachelor of Business Administration (B.B.A.) curriculum encompasses a fundamental business core, a liberal arts background in your first two years, a general business emphasis and a major area of concentration in your junior and senior years.

Your freshman and sophomore years of the B.B.A. degree consist of 61 semester hours (out of a total of 120) of introductory work in accounting, economics, computer information systems, statistics, marketing, management and the legal environment of business. In addition, the liberal education requirements provide you with extensive preparation in written and oral communication, social and basic sciences, the humanities, fine arts and mathematics.

As a freshman, you will take Exploring Business, a course that helps you confirm or discover your business major and provides you with an understanding of how all areas of a business work together to create a successful organization.

Program Structure
Freshman and Sophomore Level Requirements: (61 credit hours)
- Exploring Business
- Financial and Managerial Accounting
- Microeconomics and Macroeconomics
- Principles of Management
- Principles of Marketing
- Computer Applications
- Legal and Regulatory Environment of Business

Kent Core Requirements:
- Basic Sciences
- English Composition
- Humanities and Fine Arts
- Social Sciences
- Mathematics

Junior and Senior Level Requirements: (59 credit hours)
- Business Finance
- Operations Management
- Integrated Business Policy and Strategy
- Advanced Writing
- Major Electives
- Major Requirements
- General Electives

Majors
- Accounting
- Business Management
- Computer Information Systems
- Economics
- Entrepreneurship
- Finance
- Managerial Marketing
- Marketing

Minors
- Accounting
- Computer Information Systems
- Economics
- Entrepreneurship
- Finance
- Healthcare Systems Management
- Human Resource Management
- International Business
- Joint Military Science
- Management
- Marketing

Certificate
- Professional Sales Certificate
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 you the opportunity for positive, enriching practical business opportunities that can equal future career placement. Listed below are some of the Career Services Office’s corporate partners.

Akron Community Foundation  
Alcoa  
Allstate Insurance Co.  
American Greetings Co.  
Charles Schwab  
Clear Channel Radio  
Cleveland Cavaliers  
Cleveland Clinic  
Cliffs Natural Resources  
CME Group  
Continental Airlines  
Cuyahoga Valley National Park  
Davey Tree Expert Co.  
Deloitte & Touche  
Disney  
Dots LLC  
Enterprise Holdings  
Ernst & Young  
Eureka  
Federal Reserve Bank of Cleveland  
FirstEnergy  
First Merit  
Ford Motor Company  
General Electric  
Goldman Sachs  
Goodyear Tire & Rubber  
Grant Thornton LLP  
ICAP  
Imagine Software  
Infocision  
J.M. Smucker Company  
Jo-Ann Stores Inc.  
KeyBank  
KPMG  
Limited Brands  
Little Tikes Inc.  
Nationwide Insurance  
Northwestern Mutual  
Novogradac & Co.  
NMS Certified Public Accountants  
Parker Hannifin  
PNC  
PricewaterhouseCoopers LLP  
Progressive Insurance  
Sherwin-Williams  
Swagelok Quick-Connect Company  
Target  
Timken Company  
UBS Financial Services
Education Abroad

You can broaden your knowledge of the global marketplace firsthand by participating in education abroad experiences.

We offer semester programs at the Kent State University Florence, Italy facility and the Kent State University program in Geneva, Switzerland. In Florence, you may earn credits toward an international business minor and participate in field trips to Italian companies and historical sites. In Geneva, you can take all levels of business courses and spend a semester interning with global organizations such as The World Health Organization, World Economic Forum and many more.

The Summer Business School at Université Laval in Québec, Canada, is an intensive, six-credit business program (May-June) that focuses on international trade through the North American Free Trade Agreement (NAFTA). You will engage with experienced professors and guest speakers from Canada, the United States and Mexico.

Making the Most of Your Experience

The college also offers numerous faculty-led, two-week, education abroad programs in focused subject areas. Past trips include:

- International Marketing Experience: England and Ireland
- International Business Experience: Switzerland and France
- International Accounting Experience: England and France
- International Experience in Sustainability: France

Plus, the College of Business Administration offers scholarships to business majors for education abroad programs — whether it’s through Kent State University or not. You have many education abroad experiences to choose from. Your international academic advisor can help you with finding the right experience and completing the scholarship application.

Scholarship Opportunities

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 at www.kent.edu/business.

The Student Financial Aid website includes an interactive scholarship qualifier tool, allowing you to enter your credentials and pull up Kent State scholarships for which you may qualify.

Since financial need is a growing concern, students are also encouraged to use external scholarship searches to find additional opportunities.

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.
First-Year Experience — Business

As a first year College of Business Administration student, you are encouraged to select Prentice Hall as your first choice for on-campus housing. Prentice Hall is located in the heart of campus. Living in Prentice Hall provides you the opportunity to live with other business students who share similar academic coursework and interests. A definite advantage is having academic business advisors on-site for academic support and required advising appointments. Plus, special events and programming are tailored specifically to meet your needs as a College of Business Administration student.

Business Learning Community

The Business Learning Community is designed to help you connect with peers, faculty, staff and business practitioners. Students who are involved with the Business Learning Community have more than a 10 percent higher success rate in their university studies.

The specific Business Learning Community is based on your area of academic interest.

- Accelerated Bachelor of Business Administration (A-BBA)
- Accounting Freshmen Interest Group (AFIG)
- A Community of Entrepreneurs (ACE)
- Aspiring Marketers (AIM)
- College of Business Colleagues (CBC)
- International Business Community (IBUS)

The Business Learning Community is open to students who live on campus (Prentice Hall), honors students living in honors housing and those who commute.

The Business Learning Community provides unique opportunities to:

- Connect with your peers quickly and develop lifelong friendships.
- Gain early insight into your field of study.
- Engage with business professionals who can be helpful in identifying professional career paths and sharing real-world experiences.
- Gain on-site access to College of Business Administration academic advising staff at Prentice Hall.
- Develop leadership skills by taking a leadership course introducing you to leadership basics and further develop your potential through practical experience.
- Learn about the business world by participating in special lectures, seminars, guest speakers, industry visits and professional networking opportunities.
- Continue in core business courses with peers beyond your first semester with reserved seating specifically for our Business Learning Community students.
What is a Major?

An academic major is your main business field of specialization. The courses for your major are in addition to, and may incorporate portions of, the Kent Core (liberal arts) curriculum. The College of Business Administration department that offers your selected major has a defined framework for your studies, including a certain number of required and elective courses relevant to your major.

Although you may choose your major before entering the College of Business Administration, some students wait to select their major during their first or second year. Since the first two years are typically the same for all business majors, you can take some time to make this important decision. Kent State requires that all students declare a major after completion of 45 credit hours.

If you are undecided about a major, you should choose business undeclared. This will allow you three semesters to decide on your specific major. The first two years of all business majors are the same. This provides you with adequate time to decide which major is right for you.

The College of Business Administration offers majors in:

ACCOUNTING
The accounting major prepares you for a career as a professional accountant by providing instruction in financial, cost and managerial accounting, auditing, tax and accounting systems. The accounting curriculum provides a foundation in both theory and practice, encompassing a 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 your knowledge and understanding of concepts and theories, as well as the development of essential skills such as leadership, team work, computer literacy, professional accounting research, and written and oral communication.

BUSINESS MANAGEMENT
The business management major will provide you with the knowledge needed to be an effective manager in today’s global economy. You will start with courses in leadership, human resources management and global business management as a foundation. The program then builds upon that base with studies in supply chain management, collaborative project management, and business consulting and practicum. You will round up your specialization by customizing your major elective courses and college elective courses from other functional areas in an organization such as accounting, economics, finance and marketing.

COMPUTER INFORMATION SYSTEMS (CIS)
Computer information systems are the complex, expensive software systems that are essential to the daily operation of any organization. Computer information systems underlay almost all businesses worldwide such as airline reservation systems, bank automated teller systems, systems for stock exchanges, trading platforms and accounting/auditing systems. The CIS major teaches you how to design and manage complex computer systems and how to efficiently and effectively communicate this technology to co-workers.

Primary areas of study include database management, telecommunications networks, system analysis and design. There is a balanced emphasis on large and small computers, as well as centralized versus end-user computer applications.
ECONOMICS
Economics is the study of how people make decisions in response to incentives. Courses examine a range of topics including individual decisions regarding risk, firm strategies based on their competitors, and the role of the government in the financial system and broader economy. Upper-division courses focus on specific areas of public policy concerns such as healthcare, environmental issues, economic development and international trade. The many different specialties within the economics major give you the opportunity to match your specific interests.

ENTREPRENEURSHIP
Entrepreneurship is a way of thinking. The entrepreneurship major is designed to provide you with the orientation, academic background and tools you will need to succeed in entrepreneurial corporations, small businesses or your own start-up. Regardless of your career path, the leadership, problem-solving and decision-making skills you gain will help you attain success. Our entrepreneurship major is unique; it focuses on practical experience. You will experience running a business, from idea generation to feasibility analysis to legally establishing your company. Plus, create products and/or services and generate sales. You will have the option to continue to run or exit the business upon graduation. Many opportunities await entrepreneurs, including pursuing an executive apprenticeship in a start-up business.

FINANCE
The finance major prepares you for a wide variety of interesting, exciting and challenging careers in corporate finance, commercial banking, investment banking, financial planning, money management, real estate, insurance and risk management. You will take core courses covering financial management, financial systems, investments and international business finance. Depending on interests and career objectives, you may choose major elective courses in the areas of investments, bank management, risk and insurance and accounting.

MANAGERIAL MARKETING
The managerial marketing major is designed to provide you with an in-depth knowledge of marketing theory and practice through intensive coursework involving hands-on learning opportunities, including interaction with the business community. The managerial marketing concentrates on small- to medium-sized companies: those with 500 or fewer employees and/or sales less than $100 million, the bulk of today’s industries. You will learn how to analyze information and make insightful autonomous managerial decisions through extensive experiential and practical hands-on learning. The skills you acquire will be invaluable in a large corporate setting as well.

Each course is sequential and integrated, building upon prior courses to give you a thorough body of knowledge, skills and abilities that will make you a well-rounded marketing professional. Courses include Marketing Tools, Customer Analysis, Research for Marketing Decisions, Competitive Market Analysis, Sales and Sales Management, Promotion Management and Integrated Marketing Strategy, plus three one-credit hour labs.

MARKETING
This major will provide you with a broad working knowledge of the theory and practice of marketing: a field involving a wide variety of skills including the analysis, planning, implementation and evaluation of marketing programs. Marketing strategies are used by businesses to create and sell products and services to other businesses and consumers. A career in marketing demands creativity, a high level of both written and oral communication skills and the ability to work as a team. Plus, it’s a career path with very strong advancement opportunities and prepares you for entry into a wide variety of interesting, exciting and challenging industries.

Courses include Marketing Applications, Consumer Behavior, Marketing Research, Personal Selling, Marketing Policies and Strategies, plus a choice of marketing electives customized to your career goals. Many courses are available on the Web, allowing for greater flexibility in scheduling.

Chris Bernard, Marketing Alumnus, ’12
dock29 marketing
Founder and Chief Digital Officer
Whether it’s the college’s unique global outlook, its integrated technologies or training top future sales executives, the College of Business Administration takes career preparation to the next level. My marketing degree made me marketable for great positions at some of the best global advertising agencies in the world.
What is a Minor or a Certificate?

A minor or a certificate is an additional area of specialization that you can pursue during your college career. Minors or certificates are not required but will set you apart by offering employers an extra skill or area of specialty. You can declare a minor or a certificate at any point during your college career, but you must meet a pre-defined curriculum — usually between 15 and 30 semester hours of coursework. Minor or certificate coursework usually counts for your general elective credits, which means that adding a minor or a certificate may not require additional credit hours beyond your degree program.

Most minors offered by the College of Business Administration are open to students in all majors, even those outside of the College of Business Administration. Students majoring in business are similarly encouraged to select nonbusiness minors.

ACCOUNTING

As a minor, this program provides accounting education in financial statement preparation, budgeting, cost and accounting systems. Your accounting and financial competency will be above the basic user but less than that required of a professional accountant. The minor will be especially useful if your career path is in business, not-for-profit or government organizations where dealing with financial issues will be an important part of your responsibilities.

BUSINESS (for nonbusiness majors only)

The business minor provides you an overview of the business world by offering courses from all functional areas of business, the minor is self-contained and assumes no prior knowledge of business principles and concepts. The business minor is available to all university students and is designed to complement your primary field of study with courses in management, computer information systems, marketing, economics, accounting and finance. This minor is most appropriate for students wanting to develop quantitative reasoning skills for application in any business environment. The business minor is not available to students pursuing a major in the College of Business Administration.

COMPUTER INFORMATION SYSTEMS (CIS)

A computer information systems minor is designed to complement your primary career field by providing knowledge of large, complex, computer-based information systems and hands-on experience with the computer technology required to design and implement these systems. Completion of the minor prepares you to design and build computer information systems of modest size and to partner with professional analysts in the construction of large complex systems. You will have the ability to aid your co-workers by performing computer system support in a consultative or advisory role.

ECONOMICS

An economics minor is an excellent complement to any major; it is very flexible and can be designed to best fit your needs. The minor allows you to select from a wide range of electives, providing a well-rounded preparation for careers in business or public service. Plus, an economics minor relies on critical thinking, an excellent preparation for any career, including law school and graduate study.

ENTREPRENEURSHIP

An entrepreneurship minor is designed to bring an entrepreneurial perspective to your major field of study. The program’s philosophy is that entrepreneurship is more than a set of tools and techniques for starting and growing a business — it is also a mindset. You will be immersed in the entrepreneurial process through coursework, entrepreneurial projects and exposure to many entrepreneurs in our community.

You learn the various aspects of starting a business, acquiring a business, what it means to be a corporate entrepreneur and working for a small business.
FINANCE
Knowledge of finance is necessary in any business or organization in order to analyze and execute successful product, profit and value creation. The finance minor will provide you with the fundamentals of financial management, as well as institutional finance and markets in which all businesses operate. You will also have the flexibility to investigate and target certain areas of finance. Plus, learning basic investment techniques may help you in managing your personal finances.

HEALTHCARE SYSTEMS MANAGEMENT
Offering a good mix of courses from business and healthcare, this minor introduces you to the ever-important role of business management in the expanding healthcare industry. This minor is self-contained and assumes no prior knowledge of business or healthcare principles and concepts. It is designed to complement your primary field of study with courses in healthcare systems management, managing healthcare technologies and operations, project management, public health and supply chain management. If you want to take advantage of today’s growing healthcare industry, add this knowledge to your related major and increase your marketability upon graduation.

HUMAN RESOURCE (HR) MANAGEMENT
The human resource management minor focuses on both the theory and practical aspects of how successfully managing a firm’s human resource practices can provide competitive advantages. You will learn about human resource staffing, performance management, training and development, compensation, employer/employee rights and responsibilities and human resource information systems management.

INTERNATIONAL BUSINESS
An excellent complement to many major programs, the international business minor will introduce you to business and cultural issues of a global nature. In today’s landscape, emerging economic powers and a “borderless” business world create a need for trained individuals to meet employment demands that have international implications. Whether you are majoring in business, fashion design and merchandising, the physical or social sciences, English or education, some training in global outreach, cultural diversity and “business cultures” is necessary. Plus, you will have the opportunity to expand your horizons by taking courses and studying abroad in Florence, Italy.

JOINT MILITARY STUDIES
The joint military studies minor is an integrated program designed to enhance your leadership development and success in an increasingly competitive world. Admission to this minor requires completion of the application process and consultation with the military science or aerospace studies faculty.

MANAGEMENT
The management minor provides you a basic core of business management courses, with an emphasis on strategic management, leadership and the management of employees. You will gain an overview of managerial functions and expertise that will add value to your career preparations gained through your major field of study.

MARKETING
Marketing is an essential component in most successful business operations, which makes the marketing minor an excellent complement to any major. The program emphasizes the knowledge and skills needed to research consumer needs, wants and desires; build strategies based on these findings; and communicate effectively the benefits of their goods or services. The minor will provide you with the tools needed to bring a successful marketing orientation to both for-profit and not-for-profit organizations.

PROFESSIONAL SALES CERTIFICATE
The professional sales certificate provides a broad spectrum of employment opportunities when combined with many different majors. You will walk away armed with the vital tools needed to become a successful sales professional in any business environment.
By participating in student organizations, you will develop many skills including leadership, project management and communications. Plus, you will make valuable connections with business leaders as you begin building your professional network.

Organization activities include industry speakers, career fairs, networking events, professional development opportunities, service projects, executive group discussions, and panels and social events.

Our student organizations and honoraries include:

- Accounting Association
- American Marketing Association
- Beta Alpha Psi (accounting honorary)
- Beta Gamma Sigma (honor society)
- Business Professionals’ Roundtable (Dean/Assistant Dean student advisory committee)
- Collegiate Business Association (underrepresented business students)
- Collegiate DECA
- Collegiate Entrepreneurs’ Organization
- Delta Sigma Pi (professional business co-ed fraternity)
- Economics Club
- Financial Management Association
- Institute of Management Accountants
- Management and Information Systems Association
- Omicron Delta Epsilon (economics honorary)
- Pi Sigma Epsilon (professional sales co-ed fraternity)
- Society for Human Resource Management

Diana Selzer, Finance Alumna, ‘10
Commercial Portfolio Manager
Westfield Bank

If not for my experience with Business Professionals’ Roundtable, as well as Financial Management Association (FMA), I would not be the professional I am today. During my time with student organizations, I learned to manage a variety of tasks, embrace my ideas and follow through with solutions.
Discover Your Path to Success

Need help determining which program is right for you? The Undergraduate Programs Office provides academic advising for students seeking a business degree, as well as those pursuing a nonbusiness major, but who have an interest in business courses. In addition to providing academic advising, our staff shares business career-path information and informs you of important college and university policies. We are here to assist you in being successful and remaining on track for graduation. We want to help you make the most of your College of Business Administration experience and graduate in a timely manner.

The College of Business Administration offers Information Sessions at 1 p.m. on select days each week for prospective students and family members who are scheduled for either the 10:30 a.m. or 2 p.m. campus tour. Schedule your campus tour first and then register for the Information Session. You will meet with a staff member from the College of Business Administration, learn about the business majors we offer and receive answers to your questions. Register online at www.kent.edu/admissions/undergraduate/college-information-sessions. Once on the page, select College of Business Administration under College Information Sessions.

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From Kent, The World.

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www.kent.edu/business