

BUSINESS MANAGEMENT TECHNOLOGY - A.A.B.

College of Applied and Technical Studies

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Description

The Associate of Applied Business degree in Business Management Technology provides students with a core consisting of communication, management, accounting, marketing, e-commerce, economics and liberal arts courses. Students may have the opportunity to participate in internships, which help to link theory with hands-on practice.

The Business Management Technology major comprises the following concentrations:

- The **Business Administration** concentration articulates with the Bachelor of Business Administration degree at Kent State.
- The **General Management, Entrepreneurship and Manufacturing** concentration comprises coursework in management, productivity applications and professional/business communication.
- The **Marketing/Sales** concentration comprises coursework in management, productivity applications, business retail and professional/business communication.

Fully Offered at:

- Ashtabula Campus
- East Liverpool Campus
- Salem Campus
- Trumbull Campus
- Tuscarawas Campus
- Twinsburg Regional Academic Center

Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, and the Regional Academic Center in Twinsburg, have open enrollment admission for students who hold a high school diploma, GED or equivalent.

For more information on admissions, contact the Regional Campuses admissions offices.

Program Learning Outcomes

Graduates of this program will be able to:

1. Apply lessons learned by integrating business simulations into appropriate courses using Excel, Mylab or other simulation software
2. Discuss various aspects of teams in business: team dynamics, different types of teams, meeting rules and management

3. Research and share how businesses are currently working to improve their products, services and overall organizations
4. Understand business concepts and vocabulary
5. Demonstrate knowledge acquired by emphasizing public speaking, ethical problem solving, teamwork and multimedia presentations
6. Write in a formal and informal style
7. Demonstrate ability to work effectively in teams
8. Demonstrate knowledge of business and economic principles, concepts and vocabulary
9. Interpret local, state, national and international markets and regulations
10. Use appropriate technology for business applications, as well as review future technology needs
11. Identify, assess and solve specific problems for actual organizations, or address problems presented in a case-study
12. Distinguish between ethical and unethical business practices, and show an appreciation for diversity in the workplace

University Requirements

All students in an applied or technical associate degree program at Kent State University must complete the following university requirements for graduation.

NOTE: University requirements may be fulfilled in this program by specific course requirements, please see Program Requirements for details.

Code	Title	Credit Hours
	Destination Kent State: First Year Experience	1
	Course is not required for students with 25 transfer credits, excluding College Credit Plus, or age 21+ at time of admission.	
	Kent Core (see table below)	15
	Total Credit Hour Requirement	60
	Some associate degrees require students to complete more than 60 credit hours.	

Kent Core Requirements

Kent Core Composition (KCMP)	3
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA)	3
Kent Core Social Sciences (KSS)	3
Kent Core Basic Sciences (KBS/KLAB)	3
Total Credit Hours:	15

Program Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
ACTT 11000	ACCOUNTING I: FINANCIAL	4
BMRT 11000	INTRODUCTION TO BUSINESS	3
BMRT 11009	INTRODUCTION TO MANAGEMENT TECHNOLOGY	3
BMRT 21011	FUNDAMENTALS OF FINANCIAL MANAGEMENT	3
BMRT 21050	FUNDAMENTALS OF MARKETING TECHNOLOGY	3

BMRT 21052	PROFESSIONAL SELLING TECHNIQUES	3
BMRT 31006	HUMAN RESOURCE MANAGEMENT	3
Additional Requirements (courses do not count in major GPA)		
BMRT 21000	BUSINESS LAW AND ETHICS I	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
Kent Core Composition ¹		6
Kent Core Mathematics and Critical Reasoning		3
Kent Core Basic Sciences		3
Kent Core Humanities or Fine Arts		3
Concentrations		
Choose from the following:		15-18
Business Administration		
General Management, Entrepreneurship and Manufacturing		
Marketing/Sales		
Minimum Total Credit Hours:		62-65

¹ 3 credit hours are required for Kent Core (University Requirements). This program requires a total of 6 credit hours to earn the degree.

Business Administration Concentration Requirements

Code	Title	Credit Hours
Concentration Requirements (courses count in major GPA)		
ACTT 11001	ACCOUNTING II: MANAGERIAL	4
BMRT 21004	BUSINESS ANALYTICS I	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
ENG 30063	PROFESSIONAL WRITING ¹	3
IT 11000	INTRODUCTION TO OFFICE PRODUCTIVITY APPS	3
Minimum Total Credit Hours:		16

¹ Students who have successfully completed ENG 30061 may substitute these courses for ENG 30063.

General Management, Entrepreneurship and Manufacturing Concentration Requirements

Code	Title	Credit Hours
Concentration Requirements (courses count in major GPA)		
BMRT 21008	CASE STUDIES IN MANAGEMENT TECHNOLOGY	3
BMRT 31009	SEMINAR IN MANAGEMENT TECHNOLOGY	3
ENG 20002	INTRODUCTION TO TECHNICAL WRITING ¹	3
or ENG 30063	PROFESSIONAL WRITING	
or OTEC 26638	BUSINESS COMMUNICATIONS	
IT 11000	INTRODUCTION TO OFFICE PRODUCTIVITY APPS	3
or IT 12000	INTERMEDIATE OFFICE PRODUCTIVITY APPS	
or IT 21010	WORKGROUP PRODUCTIVITY SOFTWARE	
Business and Manufacturing Elective, choose from the following:		3
Accounting (ACCT) Course		
Accounting Technology (ACTT) Course		
Agribusiness (AGRI) Course		

Business (BUS) Course	
Business Management Technology (BMRT) Course	
Economics (ECON) Course	
Engineering Technology (ENGT) Course	
Entrepreneurship (ENTR) Course	
Finance (FIN) Course	
Information Technology (IT) Course	
Insurance Studies (INS) Course	
Manufacturing Technology (MFGT) Course	
Management and Information Systems (MIS) Course	
Marketing (MKTG) Course	
Office Technology (OTEC) Course	
Minimum Total Credit Hours:	15

¹ Students who have successfully completed ENG 30061 may substitute these courses for ENG 30063.

Marketing/Sales Concentration Requirements

Code	Title	Credit Hours
Concentration Requirements (courses count in major GPA)		
BMRT 21008	CASE STUDIES IN MANAGEMENT TECHNOLOGY	3
BMRT 31009	SEMINAR IN MANAGEMENT TECHNOLOGY	3
ENG 20002	INTRODUCTION TO TECHNICAL WRITING ¹	3
or ENG 30063	PROFESSIONAL WRITING	
or OTEC 26638	BUSINESS COMMUNICATIONS	
IT 11000	INTRODUCTION TO OFFICE PRODUCTIVITY APPS	3
or IT 12000	INTERMEDIATE OFFICE PRODUCTIVITY APPS	
or IT 21010	WORKGROUP PRODUCTIVITY SOFTWARE	
Business Retail Electives, choose from the following:		6
BMRT 21053	ADVERTISING IN BUSINESS	
BMRT 36415	CUSTOMER SERVICE	
Minimum Total Credit Hours:		18

¹ Students who have successfully completed ENG 30061 may substitute these courses for ENG 30063.

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.000	2.000

Roadmaps

- Business Administration Concentration
- General Management, Entrepreneurship and Manufacturing Concentration
- Marketing and Sales Concentration

BUSINESS ADMINISTRATION CONCENTRATION

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Semester One		Credits
!	ACTT 11000 ACCOUNTING I: FINANCIAL	4
!	BMRT 11000 INTRODUCTION TO BUSINESS	3
	IT 11000 INTRODUCTION TO OFFICE PRODUCTIVITY APPS	3
	UC 10097 DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
	Kent Core Requirement	3
	Kent Core Requirement	3
Credit Hours		17
Semester Two		Credits
!	ACTT 11001 ACCOUNTING II: MANAGERIAL	4
!	BMRT 11009 INTRODUCTION TO MANAGEMENT TECHNOLOGY	3
	COMM 15000 INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
	ECON 22060 PRINCIPLES OF MICROECONOMICS (KSS)	3
	Kent Core Requirement	3
Credit Hours		16
Semester Three		Credits
!	BMRT 21000 BUSINESS LAW AND ETHICS I	3
!	BMRT 21011 FUNDAMENTALS OF FINANCIAL MANAGEMENT	3
!	BMRT 21050 FUNDAMENTALS OF MARKETING TECHNOLOGY	3
	ECON 22061 PRINCIPLES OF MACROECONOMICS (KSS)	3
	Kent Core Requirement	3
Credit Hours		15
Semester Four		Credits
!	BMRT 21004 BUSINESS ANALYTICS I	3
!	BMRT 21052 PROFESSIONAL SELLING TECHNIQUES	3
!	BMRT 31006 HUMAN RESOURCE MANAGEMENT	3
	ENG 30063 PROFESSIONAL WRITING	3
	Kent Core Requirement	3
Credit Hours		15
Minimum Total Credit Hours:		63

General Management, Entrepreneurship and Manufacturing Concentration

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Semester One		Credits
!	ACTT 11000 ACCOUNTING I: FINANCIAL	4
!	BMRT 11000 INTRODUCTION TO BUSINESS	3
	IT 11000 INTRODUCTION TO OFFICE PRODUCTIVITY APPS	3
	or IT 12000 or INTERMEDIATE OFFICE PRODUCTIVITY APPS	
	or IT 21010 or WORKGROUP PRODUCTIVITY SOFTWARE	
	UC 10097 DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
	Kent Core Requirement	3
Credit Hours		14
Semester Two		Credits
!	BMRT 11009 INTRODUCTION TO MANAGEMENT TECHNOLOGY	3
	COMM 15000 INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
	ECON 22060 PRINCIPLES OF MICROECONOMICS (KSS)	3
	Kent Core Requirement	3
	Kent Core Requirement	3
Credit Hours		15
Semester Three		Credits
	BMRT 21000 BUSINESS LAW AND ETHICS I	3
!	BMRT 21008 CASE STUDIES IN MANAGEMENT TECHNOLOGY	3
!	BMRT 21011 FUNDAMENTALS OF FINANCIAL MANAGEMENT	3
!	BMRT 21050 FUNDAMENTALS OF MARKETING TECHNOLOGY	3
	Kent Core Requirement	3
	Kent Core Requirement	3
Credit Hours		18
Semester Four		Credits
!	BMRT 21052 PROFESSIONAL SELLING TECHNIQUES	3
!	BMRT 31006 HUMAN RESOURCE MANAGEMENT	3
!	BMRT 31009 SEMINAR IN MANAGEMENT TECHNOLOGY	3
	ENG 20002 INTRODUCTION TO TECHNICAL WRITING	3
	or or PROFESSIONAL WRITING	
	ENG 30063 or BUSINESS COMMUNICATIONS	
	or OTEC 26638	
	Business and Manufacturing Elective	3
Credit Hours		15
Minimum Total Credit Hours:		62

Marketing/Sales Concentration

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Semester One		Credits
!	ACCT 11000 ACCOUNTING I: FINANCIAL	4
!	BMRT 11000 INTRODUCTION TO BUSINESS	3
	IT 11000 INTRODUCTION TO OFFICE PRODUCTIVITY APPS	3
	or IT 12000 or INTERMEDIATE OFFICE PRODUCTIVITY APPS	
	or IT 21010 or WORKGROUP PRODUCTIVITY SOFTWARE	
	UC 10097 DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
	Kent Core Requirement	3
	Kent Core Requirement	3
Credit Hours		17
Semester Two		
!	BMRT 11009 INTRODUCTION TO MANAGEMENT TECHNOLOGY	3
	COMM 15000 INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
	ECON 22060 PRINCIPLES OF MICROECONOMICS (KSS)	3
	Kent Core Requirement	3
	Kent Core Requirement	3
	Kent Core Requirement	3
Credit Hours		18
Semester Three		
	BMRT 21000 BUSINESS LAW AND ETHICS I	3
!	BMRT 21008 CASE STUDIES IN MANAGEMENT TECHNOLOGY	3
!	BMRT 21011 FUNDAMENTALS OF FINANCIAL MANAGEMENT	3
!	BMRT 21050 FUNDAMENTALS OF MARKETING TECHNOLOGY	3
	Business Retail Elective	3
Credit Hours		15
Semester Four		
!	BMRT 21052 PROFESSIONAL SELLING TECHNIQUES	3
!	BMRT 31006 HUMAN RESOURCE MANAGEMENT	3
!	BMRT 31009 SEMINAR IN MANAGEMENT TECHNOLOGY	3
	ENG 20002 INTRODUCTION TO TECHNICAL WRITING	3
	or or PROFESSIONAL WRITING	
	ENG 30063 or BUSINESS COMMUNICATIONS	
	or	
	OTEC 26638	
	Business Retail Elective	3
Credit Hours		15
Minimum Total Credit Hours:		65