

# BUSINESS MANAGEMENT - B.B.A.

## College of Business Administration

Department of Management and Information Systems  
A432 Business Administration Building  
Kent Campus  
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## Description

The Bachelor of Business Administration degree in Business Management gives students credentials important to getting their first job as an entry-level manager or manager-trainee. Every organization of any size and type depends on and needs managers, including, as examples, the small corner store, department stores, accounting firms, healthcare centers, manufacturing firms or a business-to-business type of organization.

### Fully Offered At:

- Ashtabula Campus
- Geauga Campus
- Kent Campus
- Salem Campus
- Stark Campus
- Trumbull Campus
- Tuscarawas Campus

## Accreditation

AACSB, International - The Association to Advance Collegiate Schools of Business

## 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.

**Freshman Students on the Kent Campus:** The freshman admission policy on the Kent Campus is selective. Admission decisions are based upon the following: cumulative grade point average, ACT and/or SAT scores, strength of high school college preparatory curriculum and grade trends. The Admissions Office at the Kent Campus may defer the admission of students who do not meet admissions criteria but who demonstrate areas of promise for successful college study. Deferred applicants may begin their college coursework at one of seven regional campuses of Kent State University. For more information on admissions, including additional requirements for some academic programs, visit the admissions website for new freshmen.

**Freshman Students on the Regional Campuses:** Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Regional Academic Center in Twinsburg, have

open enrollment admission for students who hold a high school diploma, GED or equivalent.

### English Language Proficiency Requirements for International Students:

All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score or minimum 48 PTE score, or by completing the ESL level 112 Intensive Program. For more information on international admission, visit the Office of Global Education's admission website.

**Transfer, Transitioning and Former Students:** For more information about admission criteria for transfer, transitioning and former students, please visit the admissions website.

**Transfer Student:** A minimum 2.500 overall GPA is required for admission into the major. Students who have previously attended Kent State and have completed (or the equivalent of) COMM 15000, ENG 21011, MATH 11010 and MGMT 24163 must have earned a minimum C grade in the courses.

## Program Learning Outcomes

Graduates of this program will be able to:

1. Assess and suggest appropriate solutions to human resource-related business problems.
2. Assess and suggest appropriate solutions to business concerns in global markets.
3. Demonstrate an understanding of basic principles of project management.
4. Demonstrate an understanding of leadership principles and theories.

Graduates of the Bachelor of Business Administration degree will be able to:

1. Recall strategic frameworks that are used to make business decisions.
2. Perform basic calculations using quantitative tools that are used to support business decisions.
3. Articulate and deliberate their ideas in writing.
4. Articulate and deliberate their ideas orally.
5. Identify ethical dilemmas and stakeholders.
6. Recommend alternatives and consequences and choose a reasoned conclusion from the alternatives given.
7. Identify global factors in making a business decision.
8. Analyze global factors in making a business decision.

## University Requirements

All students in a bachelor's 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.

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.

Diversity Domestic/Global (DIVD/DIVG)	2 courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 (or 42)
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. Students in a B.A. and/or B.S. degree in the College of Arts and Sciences must complete 42 upper-division credit hours.	
Total Credit Hour Requirement	120
Some bachelor's degrees require students to complete more than 120 credit hours.	

## Kent Core Requirements

Kent Core Composition (KCOMP)	6
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)	9
Kent Core Social Sciences (KSS) (must be from two disciplines)	6
Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)	6-7
Kent Core Additional (KADL)	6
<b>Total Credit Hours:</b>	<b>36-37</b>

## Program Requirements

### Major Requirements

Code	Title	Credit Hours
<b>Major Requirements (courses count in major GPA)</b>		
MGMT 34165 or MGMT 34175	DYNAMICS OF LEADERSHIP <sup>1</sup> LEARNING TO LEAD	3
HRM 34180	HUMAN RESOURCE MANAGEMENT <sup>2</sup>	3
MGMT 34185	INDIVIDUAL AND GROUP BEHAVIOR IN ORGANIZATIONS	3
MGMT 44152	PROJECT MANAGEMENT	3
MGMT 44163	GLOBAL BUSINESS MANAGEMENT (WIC) <sup>3</sup>	3
MGMT 44392	BUSINESS CONSULTING AND PRACTICUM (ELR)	3
Major Electives, choose from the following:		6
BUS 30187 or MGMT 44187	INTERNATIONAL BUSINESS EXPERIENCE INTERNATIONAL MANAGEMENT EXPERIENCE	
MGMT 34054	USING INFORMATION SYSTEMS FOR SOLVING BUSINESS PROBLEMS	
MGMT 34164	ORGANIZATIONAL MENTORING	
MGMT 34165 or MGMT 34175	DYNAMICS OF LEADERSHIP <sup>1</sup> LEARNING TO LEAD	
MGMT 44009	THE BUSINESS CASE FOR SUSTAINABILITY	
MGMT 44062	SUPPLY CHAIN MANAGEMENT	
College Electives, choose from the following: <sup>4</sup>		6
ACCT 33063	COST CONTROL AND ANALYSIS FOR MANAGEMENT <sup>5</sup>	
ECON 32082	INTRODUCTION TO MANAGERIAL ECONOMICS	

FIN 36040	PERSONAL FINANCIAL PLANNING	
MKTG 45046	PERSONAL SELLING	
<b>Additional Requirements (courses do not count in major GPA)</b>		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BUS 10123	EXPLORING BUSINESS <sup>6</sup>	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
CIS 24053	INTRODUCTION TO COMPUTER APPLICATIONS	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL) (min C grade)	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
FIN 26074	LEGAL ENVIRONMENT OF BUSINESS	3
FIN 36053	BUSINESS FINANCE	3
MATH 11010	ALGEBRA FOR CALCULUS (KMCR) (min C grade)	3
MATH 11012 or MATH 12002	INTUITIVE CALCULUS (KMCR) ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	3-5
MGMT 24056	BUSINESS ANALYTICS I <sup>7</sup>	3
MGMT 24163	PRINCIPLES OF MANAGEMENT (min C grade)	3
MGMT 34060	OPERATIONS MANAGEMENT	3
MGMT 34156	BUSINESS ANALYTICS II	3
MGMT 44285	INTEGRATED BUSINESS POLICY AND STRATEGY	3
MKTG 25010	PRINCIPLES OF MARKETING	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Composition (min C grade) <sup>8</sup>		6
Kent Core Humanities and Fine Arts (minimum one course from each)		9
Kent Core Social Sciences		3
Kent Core Basic Sciences (must include one laboratory)		6-7
General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) <sup>9</sup>		10
<b>Minimum Total Credit Hours:</b>		<b>120</b>

- <sup>1</sup> Students can receive credit for both MGMT 34165 and MGMT 34175.
- <sup>2</sup> Students who completed BMRT 31006 as an associate degree student or at a Kent State regional campus may substitute it in place of HRM 34180.
- <sup>3</sup> A minimum C grade is required to fulfill the writing intensive requirement.
- <sup>4</sup> Students who study abroad may use BUS 30234 as a College Elective for the major.
- <sup>5</sup> Students who change their major from Accounting to Business Management, or who have declared both the Accounting and Business Management majors or have declared the Accounting minor, may substitute ACCT 33010 in place of ACCT 33063. Students who complete ACTT 31063 as an associate degree student or at a Kent State regional campus may substitute it in place of ACCT 33063.

- <sup>6</sup> A student changing to the College of Business Administration or transferring may be waived out of BUS 10123 if:
1. 30 or more credit hours have been earned and any two classes (from ACCT 23020, ACCT 23021, CIS 24053, FIN 26074, MGMT 24163 or MKTG 25010) have successfully been completed.
  2. 60 or more credit hours have been earned and the student has successfully completed one course (from ACCT 23020, ACCT 23021, FIN 26074, MGMT 24163, MKTG 25010 or CIS 24053)
  3. At the discretion of the college's dean's office, the student has sufficient breadth and depth of knowledge in a business field (as demonstrated by a CLEP score or Credit by Exam) but does not meet the requirements listed above.
- <sup>7</sup> Students who have taken MATH 10041 for another program may use it as a substitute for MGMT 24056.
- <sup>8</sup> Minimum C grade in ENG 21011 or HONR 20197.
- <sup>9</sup> A maximum of 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses may be applied toward the degree program.

### Progression Requirements

Minimum 2.500 overall GPA; and minimum C grade in COMM 15000, ENG 21011, MATH 11010 and MGMT 24163.

### Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.500	2.500

- Students must complete at least 50 percent of business credit hours (required for the business degree) in-residence on a Kent State University campus.
- Students must complete two measures of outcomes assessment as specified by the College of Business Administration for complete satisfaction of the B.B.A.

## Roadmap

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.

<b>Semester One</b>		<b>Credits</b>
BUS 10123	EXPLORING BUSINESS	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
MATH 11010	ALGEBRA FOR CALCULUS (KMCR)	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
<b>Semester Two</b>		
CIS 24053	INTRODUCTION TO COMPUTER APPLICATIONS	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
MATH 11012	INTUITIVE CALCULUS (KMCR)	3-5
or	or ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	
MATH 12002		
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
<b>Semester Three</b>		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
FIN 26074	LEGAL ENVIRONMENT OF BUSINESS	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
Kent Core Requirement		3
Credit Hours		15
<b>Semester Four</b>		
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
MGMT 24056	BUSINESS ANALYTICS I	3
MKTG 25010	PRINCIPLES OF MARKETING	3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		15
<b>Semester Five</b>		
Required for progression in the major: minimum 2.500 overall GPA, minimum C grade in COMM 15000, ENG 21011, MATH 11010 and MIS 24163		
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
FIN 36053	BUSINESS FINANCE	3
HRM 34180	HUMAN RESOURCE MANAGEMENT	3
MGMT 34060	OPERATIONS MANAGEMENT	3
Kent Core Requirement		3
Credit Hours		15
<b>Semester Six</b>		
Required: minimum overall 2.500 GPA		
MGMT 34156	BUSINESS ANALYTICS II	3
MGMT 34165	DYNAMICS OF LEADERSHIP	3
Major Electives		3
College Electives		3

General Electives	3	
Credit Hours	15	
<b>Semester Seven</b>		
Required: minimum overall 2.500 GPA		
MGMT 44152	PROJECT MANAGEMENT	3
MGMT 44163	GLOBAL BUSINESS MANAGEMENT (WIC)	3
Major Electives		3
General Electives		6
Credit Hours	15	
<b>Semester Eight</b>		
Required: minimum overall 2.500 GPA and completion of The Assurance of Learning Assessment given in MGMT 44285		
MGMT 34185	INDIVIDUAL AND GROUP BEHAVIOR IN ORGANIZATIONS	3
MGMT 44285	INTEGRATED BUSINESS POLICY AND STRATEGY	3
MGMT 44392	BUSINESS CONSULTING AND PRACTICUM (ELR)	3
College Electives		3
General Electives		1
Credit Hours	13	
Minimum Total Credit Hours:		120