

GENERAL BUSINESS - 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 General Business is for students who desire a holistic understanding of all business areas rather than a specialized area of business, i.e., accounting, business management, computer information systems, economics, entrepreneurship, finance, human resource management, managerial marketing and marketing. The major courses are offered face-to-face and/or online, thus enabling flexibility for students.

Fully Offered At:

- Kent 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 (effective spring 2020, the minimum GPA will be a minimum 2.250 overall GPA) is required for admission into this major. Students who have previously attended Kent State and have completed COMM 15000, ENG 21011 (or HONR 20197), MATH 11010 (or placement out of ENG 11011 and/or MATH 11010) must have earned a minimum C grade in the courses (or their equivalent).

Program Learning Outcomes

Graduates of the program will be able to:

1. Demonstrate effective management and leadership ability when given an organizational dilemma
2. Use financial tools to create budgets, prepare financial statements and report financial position
3. Identify and analyze global considerations that affect business decisions
4. Analyze, interpret and use data to solve problems and make decisions
5. Create and communicate value for consumers

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
Total Credit Hours:	36-37

Program Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
ECON 12060	PERSONAL FINANCE	3
ECON 32025	MONEY, CREDIT AND BANKING	3
or ECON 42075	INTERNATIONAL ECONOMIC RELATIONS	
ENTR 27056	INTRODUCTION TO ENTREPRENEURSHIP	3
FIN 36063	INDIVIDUAL INVESTMENT STRATEGIES	3
MGMT 34054	USING INFORMATION SYSTEMS FOR SOLVING BUSINESS PROBLEMS	3
MGMT 34165	DYNAMICS OF LEADERSHIP ¹	3
or MGMT 34185	INDIVIDUAL AND GROUP BEHAVIOR IN ORGANIZATIONS	
or HRM 34180	HUMAN RESOURCE MANAGEMENT	
MGMT 44163	GLOBAL BUSINESS MANAGEMENT (WIC) ²	3
Major Electives ³		9
Accounting Electives, choose from the following:		
ACCT 33061	FINANCIAL REPORTING ISSUES AND ANALYSIS	3
Accounting Department-Approved Major Course		
Marketing Electives, choose from the following:		
MKTG 35035	CONSUMER BEHAVIOR	3
MKTG 45045	ADVERTISING AND PROMOTION MANAGEMENT	
Marketing Department-Approved Major Courses		
Additional Requirements (courses do not count in major GPA)		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BUS 10123	EXPLORING BUSINESS ⁴	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	INTUITIVE CALCULUS (KMCR)	3-5
or MATH 12002	ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	
MGMT 24056	BUSINESS ANALYTICS I ⁵	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
MGMT 34060	OPERATIONS MANAGEMENT	3
MGMT 34156	BUSINESS ANALYTICS II	3
MGMT 44284	MANAGEMENT CAPSTONE	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) ⁶		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) ⁷		4
Minimum Total Credit Hours:		120

- Students who complete BMRT 31006 as an associate degree student or at a Kent State regional campus may substitute it for HRM 34180.
- A minimum C grade is required to fulfill the writing intensive requirement.
- Students may fulfill major electives by selecting any remaining business courses listed above and/or approved upper-division courses from business or non-business disciplines. A course fulfilling the experiential learning requirement (ELR) is recommended if not already satisfied.
- A student changing to the College of Business Administration or transferring may be waived out of BUS 10123 if:
 - 30 or more credit hours have been earned and any two classes (from ACCT 23020, ACCT 23021, FIN 26074, MGMT 24163, MKTG 25010 or CIS 24053) have successfully been completed.
 - 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)
 - At the discretion of the college 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
- Students who have taken MATH 10041 for another program may use it as a substitute for MGMT 24056.
- Minimum C grade in ENG 21011 or HONR 20197.
- Maximum 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses allowed. An education abroad course is encouraged as a general elective.

Progression Requirements

- Minimum 2.250 overall GPA, minimum C grade in COMM 15000, ENG 21011, MATH 11010 (or placement out of MATH 11010).

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.250	2.250

- 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.

Semester One		Credits
!	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 Composition	3
	Kent Core Humanities	3
Credit Hours		16
Semester Two		
	CIS 24053 INTRODUCTION TO COMPUTER APPLICATIONS	3
!	ECON 22060 PRINCIPLES OF MICROECONOMICS (KSS)	3
	MATH 11012 INTUITIVE CALCULUS (KMCR) or MATH 12002 ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	3-5
	UC 10162 INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
	Kent Core Composition	3
	Kent Core Fine Arts	3
Credit Hours		16
Semester Three		
!	ACCT 23020 INTRODUCTION TO FINANCIAL ACCOUNTING	3
	ECON 22061 PRINCIPLES OF MACROECONOMICS (KSS)	3
	ENTR 27056 INTRODUCTION TO ENTREPRENEURSHIP	3
	FIN 26074 LEGAL ENVIRONMENT OF BUSINESS	3
	MGMT 24163 PRINCIPLES OF MANAGEMENT	3
Credit Hours		15
Semester Four		
!	ACCT 23021 INTRODUCTION TO MANAGERIAL ACCOUNTING	3
	ECON 12060 PERSONAL FINANCE	3
	MGMT 24056 BUSINESS ANALYTICS I	3
	MKTG 25010 PRINCIPLES OF MARKETING	3
	Kent Core Basic Sciences with a Laboratory	3-4
Credit Hours		15
Semester Five		
Required for progression in the major: minimum 2.250 cumulative GPA, minimum C grade in COMM 15000, ENG 21011 (or HONR 20197) and MATH 11010		
!	BUS 30062 ADVANCED PROFESSIONAL DEVELOPMENT	3

ECON 32025	MONEY, CREDIT AND BANKING	3
or	or INTERNATIONAL ECONOMIC RELATIONS	
ECON 42075		
FIN 36053	BUSINESS FINANCE	3
MGMT 34060	OPERATIONS MANAGEMENT	3
MGMT 34165	DYNAMICS OF LEADERSHIP	3
or	or HUMAN RESOURCE MANAGEMENT	
HRM 34180		
Credit Hours		15
Semester Six		
Required for progression in the major: minimum cumulative 2.250 GPA		
!	FIN 36063 INDIVIDUAL INVESTMENT STRATEGIES	3
MGMT 34054	USING INFORMATION SYSTEMS FOR SOLVING BUSINESS PROBLEMS	3
Marketing Elective		3
Kent Core Basic Sciences		3
Kent Core Humanities or Fine Arts		3
Credit Hours		15
Semester Seven		
Required for progression in the major: minimum cumulative 2.250 GPA		
MGMT 34156	BUSINESS ANALYTICS II	3
!	Major Electives	3
Accounting Elective		3
Kent Core Social Sciences		3
General Electives		1
Credit Hours		13
Semester Eight		
Required for graduation: minimum cumulative 2.250 GPA and completion of the Assurance of Learning Assessment given in MGMT 44284		
MGMT 44163	GLOBAL BUSINESS MANAGEMENT (WIC)	3
MGMT 44284	MANAGEMENT CAPSTONE	3
Major Electives		6
General Elective		3
Credit Hours		15
Minimum Total Credit Hours:		120