BUSINESS MANAGEMENT TECHNOLOGY - A.A.B.

College of Applied and Technical Studies
www.kent.edu/cats/bmt

About This Program
With a focus on hands-on experience and practical skills, our associate degree program prepares you for a variety of roles in business and technology. Students can specialize in marketing/sales, management, entrepreneurship, logistics or supply chain management, or they can take a 2+2 articulation pathway toward the B.B.A. degree. Apply now and take the first step toward an exciting career. Read more...

Contact Information
• Lead Faculty: Joe Muscatello | jmuscate@kent.edu | 440-834-4187
• Speak with an Advisor
  • Ashtabula Campus
  • East Liverpool Campus
  • Geauga Campus
  • Salem Campus
  • Trumbull Campus
  • Tuscarawas Campus
  • Twinsburg Academic Center
  • Online (any campus above)
• Chat with an Admissions Counselor

Program Delivery
Lisbon, Ohio location pending HLC review.

• Delivery
  • Fully online
  • In person
• Location:
  • Ashtabula Campus
  • East Liverpool Campus
  • Geauga Campus
  • Salem Campus
  • Trumbull Campus
  • Tuscarawas Campus
  • Twinsburg Academic Center
  • Lisbon, Ohio (Management and Entrepreneurship concentration only)

Examples of Possible Careers and Salaries*
Administrative services and facilities managers
• 6.5% faster than the average
• 325,900 number of jobs
• $98,890 potential earnings

General and operations managers
• 5.8% faster than the average
• 2,486,400 number of jobs
• $103,650 potential earnings

Management analysts
• 10.7% much faster than the average
• 876,300 number of jobs
• $87,660 potential earnings

Project management specialists and business operations specialists, all other
• 5.9% faster than the average
• 1,361,800 number of jobs
• $77,420 potential earnings

Sales managers
• 3.5% about as fast as the average
• 433,800 number of jobs
• $132,290 potential earnings

Social and community service managers
• 17.0% much faster than the average
• 175,500 number of jobs
• $69,600 potential earnings

* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics’ Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

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

Some programs may require that students meet certain requirements before progressing through the program. For programs with progression requirements, the information is shown on the Coursework tab.

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

Program Requirements
Major Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTT 11000</td>
<td>ACCOUNTING I: FINANCIAL</td>
<td>4</td>
</tr>
<tr>
<td>BMRT 11000</td>
<td>INTRODUCTION TO BUSINESS</td>
<td>3</td>
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</tbody>
</table>
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
IT 11000 INTRODUCTION TO OFFICE PRODUCTIVITY APPS 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 10001 FLASHES 101 1

Kent Core Composition 3
Kent Core Mathematics and Critical Reasoning 1 3
Kent Core Basic Sciences 3
Kent Core Humanities and Fine Arts 3

General Electives (total credit hours depends on earning 60 credits)

Concentrations 1
Choose from the following: 15
Business Administration
Logistics and Supply Chain Management
Management and Entrepreneurship
Marketing/Sales

Minimum Total Credit Hours: 60

1 Students planning to pursue the B.A. degree are recommended to take MATH 11010 or MATH 11012 or MATH 12002.

### Business Administration Concentration Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTT 11001</td>
<td>ACCOUNTING II: MANAGERIAL</td>
<td>4</td>
</tr>
<tr>
<td>BMRT 21004</td>
<td>BUSINESS ANALYTICS I</td>
<td>3</td>
</tr>
<tr>
<td>ECON 22061</td>
<td>PRINCIPLES OF MACROECONOMICS (KSS)</td>
<td>3</td>
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</table>

Additional Requirements (courses do not count in major GPA)

General Electives 5

Minimum Total Credit Hours: 15

### Logistics and Supply Chain Management Concentration Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMRT 22000</td>
<td>GLOBAL LOGISTICS</td>
<td>3</td>
</tr>
<tr>
<td>BMRT 22099</td>
<td>CAPSTONE IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT (ELR)</td>
<td>3</td>
</tr>
<tr>
<td>BMRT 31005</td>
<td>PURCHASING AND SUPPLY MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>BMRT 32020</td>
<td>LEAN SUSTAINABILITY</td>
<td>1</td>
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</tbody>
</table>

Concentration Elective, choose from the following: 3

- Accounting Technology (ACTT) Course
- Business Management Technology (BMRT) Course
- Information Technology (IT) Course
- Insurance Studies (INS) Course

Minimum Total Credit Hours: 15

### Management and Entrepreneurship Concentration Requirements

<table>
<thead>
<tr>
<th>Code</th>
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<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMRT 21008</td>
<td>CASE STUDIES IN MANAGEMENT AND ENTREPRENEURSHIP</td>
<td>3</td>
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<tr>
<td>BMRT 21020</td>
<td>INTRODUCTION TO ENTREPRENEURSHIP</td>
<td>3</td>
</tr>
<tr>
<td>BMRT 31009</td>
<td>SEMINAR IN MANAGEMENT AND ENTREPRENEURSHIP</td>
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</table>

Concentration Elective, choose from the following: 3

- Accounting Technology (ACTT) Course
- Business Management Technology (BMRT) Course
- Information Technology (IT) Course
- Insurance Studies (INS) Course
- Office Technology (OTEC) Course

Minimum Total Credit Hours: 15

### Marketing/Sales Concentration Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>BMRT 21008</td>
<td>CASE STUDIES IN MANAGEMENT AND ENTREPRENEURSHIP</td>
<td>3</td>
</tr>
<tr>
<td>BMRT 21053</td>
<td>ADVERTISING IN BUSINESS</td>
<td>3</td>
</tr>
<tr>
<td>BMRT 31009</td>
<td>SEMINAR IN MANAGEMENT AND ENTREPRENEURSHIP</td>
<td>3</td>
</tr>
<tr>
<td>BMRT 36415</td>
<td>CUSTOMER SERVICE</td>
<td>3</td>
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</table>

Concentration Elective, choose from the following: 3

- Accounting Technology (ACTT) Course
- Business Management Technology (BMRT) Course
- Information Technology (IT) Course
- Insurance Studies (INS) Course
- Office Technology (OTEC) Course

Minimum Total Credit Hours: 15

### Graduation Requirements

Minimum Major GPA 2.000
Minimum Overall GPA 2.000

### 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.

<table>
<thead>
<tr>
<th>Semester One</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>! ACTT 11000</td>
<td>ACCOUNTING I: FINANCIAL</td>
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<td>! BMRT 11000</td>
<td>INTRODUCTION TO BUSINESS</td>
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<tr>
<td>IT 11000</td>
<td>INTRODUCTION TO OFFICE PRODUCTIVITY APPS</td>
</tr>
<tr>
<td>UC 10001</td>
<td>FLASHES 101</td>
</tr>
</tbody>
</table>
Semester Two

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMRT 11009</td>
<td>INTRODUCTION TO MANAGEMENT TECHNOLOGY</td>
<td>3</td>
</tr>
<tr>
<td>COMM 15000</td>
<td>INTRODUCTION TO HUMAN COMMUNICATION (KADL)</td>
<td>3</td>
</tr>
<tr>
<td>ECON 22060</td>
<td>PRINCIPLES OF MICROECONOMICS (KSS)</td>
<td>3</td>
</tr>
</tbody>
</table>

Kent Core Requirement 3

Concentration Requirement or General Elective 3

Credit Hours 17

Semester Three

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMRT 21000</td>
<td>BUSINESS LAW AND ETHICS I</td>
<td>3</td>
</tr>
<tr>
<td>BMRT 21011</td>
<td>FUNDAMENTALS OF FINANCIAL MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>BMRT 21050</td>
<td>FUNDAMENTALS OF MARKETING TECHNOLOGY</td>
<td>3</td>
</tr>
</tbody>
</table>

Kent Core Requirement 3

Concentration Requirement or General Elective 3

Credit Hours 15

Semester Four

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>BMRT 21052</td>
<td>PROFESSIONAL SELLING TECHNIQUES</td>
<td>3</td>
</tr>
</tbody>
</table>

Concentration Requirements and/or General Electives 10

Credit Hours 13

Minimum Total Credit Hours: 60

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
--- | --- | ---
Flashes 101 (UC 10001) | 1 |

Course is not required for students with 30+ 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMCR</td>
<td>Kent Core Mathematics and Critical Reasoning (KMCR)</td>
<td>3</td>
</tr>
<tr>
<td>KMFR</td>
<td>Kent Core Humanities and Fine Arts (KHUM/KFA)</td>
<td>3</td>
</tr>
<tr>
<td>KSS</td>
<td>Kent Core Social Sciences (KSS)</td>
<td>3</td>
</tr>
<tr>
<td>KBS</td>
<td>Kent Core Basic Sciences (KBS/KLAB)</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credit Hours: 15

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.

Full 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 Logistics and Supply Chain Management** concentration allows students to become knowledgeable in the process and supervision of the movement of products from the point origin to the point of consumption for consumers, business and other organizations.
- **The Management and Entrepreneurship** concentration comprises coursework in management, entrepreneurship and productivity applications.
- **The Marketing/Sales** concentration comprises coursework in management, advertising, customer service and productivity applications.