

# BUSINESS MANAGEMENT - B.B.A.

Ambassador Crawford College of Business and Entrepreneurship  
Department of Management  
www.kent.edu/business

## About This Program

Our Business Management B.B.A. program offers a comprehensive education in business fundamentals, management principles and leadership strategies to help you succeed in a wide range of industries. With experienced faculty, real-world opportunities and a strong focus on hands-on learning, you'll develop the skills needed to tackle complex business challenges and achieve your career goals. Enroll now and take the first step towards a successful career in business management. Read more...

## Contact Information

- **Asli Arikan** | aarikan@kent.edu | 330-672-1157
- Speak with an Advisor
  - Ashtabula Campus
  - Geauga Campus
  - Kent Campus
  - Salem Campus
  - Stark Campus
  - Trumbull Campus
  - Tuscarawas Campus
- Chat with an Admissions Counselor: Kent Campus | Regional Campuses

## Program Delivery

- **Delivery:**
  - In person
- **Location:**
  - Ashtabula Campus
  - Geauga Campus
  - Kent Campus
  - Salem Campus
  - Stark Campus
  - Trumbull Campus
  - Tuscarawas Campus

## Examples of Possible Careers and Salaries\*

### General and operations managers

- 4.4% about as fast as the average
- 3,712,900 number of jobs
- \$102,950 potential earnings

### Management analysts

- 8.8% much faster than the average
- 1,075,100 number of jobs
- \$101,190 potential earnings

### Project management specialists

- 5.6% faster than the average
- 1,046,300 number of jobs
- \$100,750 potential earnings

### Sales managers

- 4.7% about as fast as the average
- 619,500 number of jobs
- \$138,060 potential earnings

### Transportation, storage, and distribution managers

- 6.1% faster than the average
- 216,700 number of jobs
- \$102,010 potential earnings

## Accreditation

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

\* 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.

**First-Year Students on the Kent Campus:** First-year admission policy on the Kent Campus is selective. Admission decisions are based upon cumulative grade point average, strength of high school college preparatory curriculum and grade trends. Students not admissible to the Kent Campus may be administratively referred to one of the seven regional campuses to begin their college coursework. For more information, visit the admissions website for first-year students.

**First-Year Students on the Regional Campuses:** First-year admission to Kent State's campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, is open to anyone with a high school diploma or its equivalent. For more information on admissions, contact the Regional Campuses admissions offices.

**International Students:** All international students must provide proof of proficiency of the English language (unless they meet specific exceptions) through the submission of an English language proficiency test score or by completing English language classes at Kent State's English as a Second Language Center before entering their program. For more information, visit the admissions website for international students.

**Former Students:** Former Kent State students who have not attended another institution since Kent State and were not academically dismissed

will complete the re-enrollment process through the Financial, Billing and Enrollment Center. Former students who attended another college or university since leaving Kent State must apply for admissions as a transfer or post-undergraduate student.

**Transfer Students:** Students who attended an educational institution after graduating from high school or earning their GED must apply as transfer students. For more information, visit the admissions website for transfer students.

Admission policies for undergraduate students may be found in the University Catalog's Academic Policies.

Students may be required to meet certain criteria to progress in their program. Any progression requirements will be listed on the program's Coursework tab

**Transfer Student:** A minimum 2.000 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 Requirements

### Major Requirements

Code	Title	Credit Hours
<b>Major Requirements (courses count in major GPA)</b>		
BUS 30234	INTERNATIONAL BUSINESS (min C grade)	3
HRM 34180	HUMAN RESOURCE MANAGEMENT (min C grade)	3
MGMT 34165	DYNAMICS OF LEADERSHIP (min C grade)	3
MGMT 34185	ORGANIZATIONAL BEHAVIOR (min C grade)	3
MGMT 44153	STRATEGIC PROJECT MANAGEMENT (min C grade)	3
MGMT 44163	GLOBAL BUSINESS MANAGEMENT (WIC) (min C grade) <sup>1</sup>	3
MGMT 44392	BUSINESS CONSULTING AND PRACTICUM (ELR) (min C grade)	3
Major Electives, choose from the following: (min C grade) 9		
BUS 30189	INTERNATIONAL BUSINESS EXPERIENCE (ELR)	
	or MGMT 44189 INTERNATIONAL MANAGEMENT EXPERIENCE (ELR)	
HRM 44183	DEVELOPING AND TRAINING HUMAN RESOURCES IN ORGANIZATIONS	
HRM 44185	STAFFING HUMAN RESOURCES	
MGMT 34157	INTRODUCTION TO THE U.S. HEALTHCARE SYSTEM	
MGMT 34158	HEALTHCARE TECHNOLOGY MANAGEMENT	
MGMT 34159	MANAGING HEALTHCARE ORGANIZATIONS	
MGMT 34164	ORGANIZATIONAL MENTORING	
MGMT 34175	LEARNING TO LEAD	
MGMT 34280	ORGANIZATIONAL CHANGE MANAGEMENT	
MGMT 44154	STRATEGIC MANAGEMENT OF INNOVATION	
MGMT 44192	INTERNSHIP IN MANAGEMENT (ELR)	
<b>Additional Requirements (courses do not count in major GPA)</b>		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING <sup>3</sup>	3
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING <sup>3</sup>	3
BA 24056	BUSINESS ANALYTICS I <sup>2</sup>	3
BA 34156	BUSINESS ANALYTICS II	3

BA 44062	SUPPLY CHAIN MANAGEMENT	3
BUS 10123	EXPLORING BUSINESS <sup>3</sup>	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
CIS 24053	INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES <sup>3</sup>	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 <sup>3</sup>	3
FIN 36053	BUSINESS FINANCE	3
MATH 11010	ALGEBRA FOR CALCULUS (KMCR) (min C grade)	3
MGMT 24163	PRINCIPLES OF MANAGEMENT (min C grade) <sup>3</sup>	3
MGMT 44285	STRATEGIC MANAGEMENT	3
MKTG 25010	PRINCIPLES OF MARKETING <sup>3</sup>	3
UC 10001	FLASHES 101	1
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1

Mathematics or Critical Reasoning Elective, choose from the following:  
4 3-5

MATH 10051	QUANTITATIVE REASONING (KMCR) <sup>4</sup>	
MATH 11012	INTUITIVE CALCULUS (KMCR) <sup>4</sup>	
MATH 12002	ANALYTIC GEOMETRY AND CALCULUS I (KMCR) <sup>4</sup>	
PHIL 21002	INTRODUCTION TO FORMAL LOGIC (KMCR) <sup>4</sup>	

American Civic Literacy Requirement <sup>7</sup>	3
Kent Core Composition <sup>5</sup>	6
Kent Core Humanities and Fine Arts (minimum one course from each)	6-9
Kent Core Social Sciences (must be from two disciplines)	0-3
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>6</sup>	10

**Minimum Total Credit Hours: 120**

<sup>1</sup> A minimum C grade is required to fulfill the writing intensive requirement.

<sup>2</sup> Students who have taken MATH 10041 for another program may use it as a substitute for BA 24056.

<sup>3</sup> A student changing to a program in the college, transferring, or incoming students with college credits 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, CIS 24053, FIN 26074, MGMT 24163 or MKTG 25010) 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 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>4</sup> Taking MATH 10051 or PHIL 21002 will not replace a low grade in either MATH 11012 or MATH 12002. Students are required to take MATH 11012 or MATH 12002 if they change their major to, or want to double major with, the Economics major or Finance major and/or intend to declare the Data Analytics minor. Students who intend to enroll in certain graduate programs and/or are working toward Phi

Beta Kappa status are highly encouraged to take MATH 11012 or MATH 12002.

<sup>5</sup> Minimum C grade required in ENG 21011 or HONR 20197.

<sup>6</sup> A maximum of 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses may be applied toward the degree program.

<sup>7</sup> If students complete the American Civic Literacy requirement by taking HIST 12061, the course will apply to the Kent Core Humanities category. If they complete it with POL 10101, the course will apply to the Kent Core Social Sciences category.

## Progression Requirements

- Minimum 2.000 overall GPA
- Minimum C grade required in COMM 15000, ENG 21011, MATH 11010 and MGMT 24163.
- Minimum C grade in all major requirements.

## Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.000	2.000

- 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 at least 50 percent of their major credit hours in residence on a Kent State University campus.
- Students must complete two measures of outcomes assessment as specified by the college for complete satisfaction of the B.B.A. degree.

## Roadmap

This roadmap is a recommended semester-by-semester plan of study for this program. Students will work with their advisor to develop a sequence based on their academic goals and history. 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 10001	FLASHES 101	1
American Civic Literacy Requirement		3
Kent Core Requirement		3
<b>Credit Hours</b>		<b>16</b>
Semester Two		
CIS 24053	INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Mathematics or Critical Reasoning Elective		3-5
Kent Core Requirement		3
Kent Core Requirement		3
<b>Credit Hours</b>		<b>16</b>
Semester Three		
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**

### Semester Four

ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BA 24056	BUSINESS ANALYTICS I	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
MKTG 25010	PRINCIPLES OF MARKETING	3
Kent Core Requirement		3

**Credit Hours 15**

### Semester Five

Required for progression in the major: minimum 2.000 overall GPA, minimum C grade in COMM 15000, ENG 21011, MATH 11010 and MGMT 24163

BA 44062	SUPPLY CHAIN MANAGEMENT	3
FIN 36053	BUSINESS FINANCE	3
HRM 34180	HUMAN RESOURCE MANAGEMENT	3
Kent Core Requirement		3
Kent Core Requirement		3

**Credit Hours 15**

### Semester Six

Required: minimum overall 2.000 GPA

BA 34156	BUSINESS ANALYTICS II	3
BUS 30234	INTERNATIONAL BUSINESS	3
MGMT 34165	DYNAMICS OF LEADERSHIP	3
or	or LEARNING TO LEAD	
MGMT 34175		
Major Elective		3
General Elective		3

**Credit Hours 15**

### Semester Seven

Required: minimum overall 2.000 GPA

MGMT 44153	STRATEGIC PROJECT MANAGEMENT	3
MGMT 44163	GLOBAL BUSINESS MANAGEMENT (WIC)	3
Major Elective		3
General Elective		6

**Credit Hours 15**

### Semester Eight

Required: minimum overall 2.000 GPA and completion of The Assurance of Learning Assessment given in MGMT 44285

MGMT 34185	ORGANIZATIONAL BEHAVIOR	3
MGMT 44285	STRATEGIC MANAGEMENT	3
MGMT 44392	BUSINESS CONSULTING AND PRACTICUM (ELR)	3
Major Elective		3
General Elective		1

**Credit Hours 13**

**Minimum Total Credit Hours: 120**

## 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.

Flashes 101 (UC 10001)	1 credit hour
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Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission.	
American Civic Literacy	3 credit hours
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37 credit hours
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 credit hours
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.	
Total Credit Hour Requirement	120 credit hours

## Kent Core Requirements

Kent Core Composition (KCMP)	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 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.

Kent State University's Ambassador Crawford College of Business and Entrepreneurship students earning a BBA are expected to have developed skills in the following critical areas of business:

1. Core Business Knowledge - Recall the strategic frameworks that are used to make business decisions.
2. Analytical Skills - Use analytical methodologies and critical thinking skills to evaluate and solve business problems.
3. Digital Technology – Demonstrate the technological skills necessary to analyze business problems and develop solutions.
4. Written Communication - Write effective business communications.
5. Oral Communication - Make effective business presentations, using appropriate technologies.
6. Teamwork – Collaborate effectively with others to achieve a common business purpose.
7. Business Ethics – Recognize ethical business dilemmas and use ethical decision making to resolve the dilemma.

## Full 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.

Business Management students may apply early to the M.B.A. degree and double count 9 credit hours of graduate courses toward both degree programs. See the Combined Bachelor's/Master's Degree Program policy in the University Catalog for more information.