

**PROPOSED 2015 CATALOG COPY****General Business - B.B.A.**

<b>College</b>	College of Business Administration
<b>Department</b>	Department of Management and Information Systems Room A432, Business Administration Building E-mail: <a href="mailto:mis@kent.edu">mis@kent.edu</a> Tel: 330-672-2750 Fax: 330-672-2953 Web: <a href="http://www.kent.edu/business/mis">www.kent.edu/business/mis</a>
<b>Description</b>	The Bachelor of Business Administration in General Business is for students who desire an in-depth understanding of all business areas rather than a specialized area of business, i.e., accounting, business management, computer information systems, economics, entrepreneurship, finance, and marketing. The major courses are offered face-to-face and/or online, thus enabling the flexibility for students.
<b>Career Opportunities</b>	<p>During a career in management, one's responsibility can grow from the job of entry-level manager, to department manager, and eventually to division manager or even to chief executive officer. As in most fields of work, upon completion of the degree, the entry-level manager or trainee usually experiences an initial time period of on-the-job training. For example, a manager-trainee might spend time in every department of an organization learning the business inside and out. Then after the training period, the management trainee will be assigned to a specific department and have responsibility for the performance of an area or department of the organization. How far one advances in managerial positions depends on training, talent for working with people and effort. Working with people is a primary focus of management; therefore, good communications skills (both oral and written) are essential to the success of the manager.</p> <p>Among the top 25 occupations with the most openings in the State of Ohio for which the General Business major will prepare graduates are general and operations managers (#3), management analysts (#10), financial managers (#14), sales managers(#16) and human resource specialists (#18) (Source: CareerOneStop, U.S. Department of Labor)</p>
<b>Admission Requirements</b>	<p><b>General Admission for Freshman Students:</b> Admission Requirements at the Kent Campus: The freshman admission policy at 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 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. Visit the <a href="#">Admissions website for new freshmen</a> for more information.</p> <p><b>Transfer Student:</b> A minimum 2.500 cumulative GPA is required for admission into the College of Business Administration. Students who have previously attended Kent State and have completed COMM 15000, ENG 21011, MATH 11010 (or placement out of ENG 11011 and/or MATH 11010) must have earned a minimum C (2.00) grade in the course(or their equivalent).</p> <p><b>Progression in the major:</b> Minimum 2.500 cumulative GPA, minimum C (2.000) grade in COMM 15000, ENG 21011, MATH 11010 (or placement out of MATH 11010).</p>
<b>Graduation Requirements</b>	Minimum 120 total credit hours, 39 upper-division hours, 2.500 GPA overall and 2.500 GPA in major required for graduation. Minimum C (2.000) grade in COMM 15000, ENG 21011, MATH 11010 (or placement out of MATH 11010).
<b>Program Learning Outcomes</b>	<p>Graduates of the program will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate effective management and leadership ability when given an organizational dilemma</li> <li>2. Use financial tools to create budgets, prepare financial statements and report financial position Identify and analyze global considerations that affect business decisions</li> <li>3. Analyze, interpret and use data to solve problems and make decisions</li> <li>4. Create and communicate value for consumers</li> </ol>
<b>Accreditation</b>	The Association to Advance Collegiate Schools of Business

**PROPOSED 2015 CATALOG COPY****General Business - B.B.A. Program Requirements**

Type Legend: **DD** Diversity–Domestic; **DG** Diversity–Global; **ELR** Experiential Learning; **KAD** Kent Core Additional; **KBS** Kent Core Basic Sciences; **KCM** Kent Core Composition; **KFA** Kent Core Fine Arts; **KHU** Kent Core Humanities; **KMC** Kent Core Mathematics and Critical Reasoning; **KSS** Kent Core Social Sciences; **WIC** Writing Intensive

<b>MAJOR PROGRAM REQUIREMENTS (36 credits) Courses count in major GPA</b>				
Type	Course	Title	Credits	Min. Grade
	ECON 12060	Personal Finance	3	
	ENTR 27056	Introduction to Entrepreneurship	3	
	FIN 36058	The Financial System	3	
<b>WIC</b>	MIS 44163	Global Business Management <sup>1</sup>	3	
	Accounting Elective, choose from the following:		3	
	ACCT 33061	Financial Reporting Issues and Analysis (3)		
	ACCT Department-Approved Major Course (3)			
	Business Management Elective, choose from the following:		3	
	MIS 34165	Dynamics of Leadership (3)		
		34180 Human Resources Management (3) <sup>2</sup>		
	Computer Information Systems Elective, choose from the following:		3	
	MIS 24065	Web Programming (3)		
	MIS 34054	Using Information Systems for Solving Business Problems (3)		
	Economics Elective, choose from the following:		3	
	ECON 32025	Money, Credit and Banking (3)		
	ECON 42075	International Economic Relations (3)		
	Marketing Elective, choose from the following:		3	
	MKTG 35056	Social Media Marketing (3)		
	MKTG 45046	Personal Selling (3)		
	MKTG Department-Approved Major Course (3)			
	Major Electives <sup>3</sup>		9	
<b>ADDITIONAL PROGRAM REQUIREMENTS (84 credits)</b>				
Type	Course	Title	Credits	Min. Grade
	ACCT 23020	Introduction to Financial Accounting	3	
	ACCT 23021	Introduction to Managerial Accounting	3	
	BUS 10123	Exploring Business <sup>4</sup>	3	
	BUS 30061	Business Professional Practices <sup>5</sup>	1	
<b>KAD</b>	COMM 15000	Introduction to Human Communication	3	C
<b>KSS</b>	ECON 22060	Principles of Microeconomics	3	
<b>KSS</b>	ECON 22061	Principles of Macroeconomics	3	
	ENG 30061	Writing in Business <sup>5</sup>	2	
	FIN 26074	Legal Environment of Business	3	
	FIN 36053	Business Finance	3	
<b>KMC</b>	MATH 11010	Algebra for Calculus	3	C
<b>KMC</b>	MATH 11012	Intuitive Calculus (3) <b>or</b>	3-5	
<b>KMC</b>	MATH 12002	Analytic Geometry and Calculus I (5)		
	MIS 24053	Introduction to Computer Applications	3	
	MIS 24056	Fundamentals of Business Statistics <sup>6</sup>	3	
	MIS 24163	Principles of Management	3	
	MIS 34060	Operations Management	3	
	MIS 44285	Integrated Business Policy and Strategy	3	
	MKTG 25010	Principles of Marketing	3	
	US 10097	Destination Kent State: First Year Experience <sup>7</sup>	1	
	Kent Core Composition (minimum C grade in ENG 21011 or HONR 20197)		6	C
	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 <sup>8</sup>		8	
<b>MINIMUM TOTAL</b>			<b>120</b>	

**PROPOSED 2015 CATALOG COPY****Program Notes:**

1. A minimum C grade is required in MIS 44163 to fulfill the writing intensive requirement.
2. Students who take BMRT 31006 as an associate degree student or at a Kent State Regional Campus may use it in place of MIS 34180.
3. Students may fulfill major electives by selecting any remaining business courses listed above and/or approved upper-division courses from non-business disciplines. A course fulfilling the experiential learning requirement is recommended if not already satisfied.
4. A student changing to the College of Business Administration or transferring may be waived out of BUS 10123 Exploring Business if:
  - 30 or more hours have been earned and any two classes (from ACCT 23020, ACCT 23021, FIN 26074, MIS 24163, MKTG 25010 or MIS 24053) have successfully been completed.
  - 60 or more hours have been earned and the student has completed one course (from ACCT 23020, ACCT 23021, FIN 26074, MIS 24163, MKTG 25010 or MIS 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 exam or Credit by Exam) but does not meet the requirements listed above.
5. BUS 30061 and ENG 30061 should be taken concurrently. Students who have transferred ENG 30063 from another institution may use it as a substitute for ENG 30061.
6. Students who have taken MATH 10041 for another program may use it as a substitute for MIS 24056.
7. US 10097 is not required of transfer students with 25 credits or students age 21+ at time of admission.
8. Number of general elective credits required depends on meeting minimum 120 credit hours and minimum 39 upper-division credit hours. A course fulfilling the experiential learning requirement is recommended if not already satisfied.

**College Note:**

Students may take or use any course at any level as long as the minimum 39-hour requirement for upper-division courses is satisfied for graduation with a B.B.A. degree Exceptions: Maximum 4 credit hours of physical education activity (PEB) courses and maximum 4 credit hours for courses in applied music and music ensembles (MUS courses with a second digit of 5, 6 or 7) combined may be counted toward the 120-total hour or 39-upper-division-hour graduation requirement. General elective courses may be selected from any area and at any level provided students do not go over the PEB, applied music and ensemble music restriction and they satisfy the 39 hour upper-division requirement. A minor (business or non-business) is encouraged. There is no limit on other music coursework. Any other exceptions must be approved by the assistant dean.



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

Critical	Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	Type	Term Taken
<b>Semester One [16 Credits]</b>							
!	<b>BUS 10123 Exploring Business</b> <sup>1</sup>	3					
!	<b>COMM 15000 Introduction to Human Communication</b>	3		C		KAD	
	MATH 11010 Algebra for Calculus	3		C		KMC	
	US 10097 Destination Kent State: First Year Experience <sup>2</sup>	1					
	Kent Core Composition	3				KCM	
	Kent Core Humanities or Fine Arts	3				KHUM/KFA	
<b>Semester Two [15 Credits]</b>							
!	<b>ECON 22060 Principles of Microeconomics</b>	3				KSS	
	ECON 12060 Personal Finance	3			■		
	MATH 11012 Intuitive Calculus (3) or MATH 12002 Analytic Geometry and Calculus I (5)	3-5				KMC	
	MIS 24053 Introduction to Computer Applications	3					
	Kent Core Composition	3		C		KSS	
<b>Semester Three [15 Credits]</b>							
!	<b>ACCT 23020 Introduction to Financial Accounting</b>	3					
	ECON 22061 Principles of Macroeconomics	3				KSS	
	FIN 26074 Legal Environment of Business	3					
	MIS 24163 Principles of Management	3					
	Kent Core Basic Sciences	3-4				KBS	
<b>Semester Four [15 Credits]</b>							
!	<b>ACCT 23021 Introduction to Managerial Accounting</b>	3					
	MIS 24056 Fundamentals of Business Statistics <sup>3</sup>	3					
	MKTG 25010 Principles of Marketing	3					
	Kent Core Basic Sciences	3-4				KBS	
	Kent Core Humanities	3				KHUM	
<b>Semester Five [15 Credits]</b>							
<b>Required for progression in the major: minimum 2.500 cumulative GPA, minimum C (2.000) grade in COMM 15000, ENG 21011 (or HONR 20197) and MATH 11010</b>							
!	<b>BUS 30061 Business Professional Practices</b> <sup>4</sup>	1	■				
	ENG 30061 Writing in Business <sup>4</sup>	2	■				
	ENTR 27056 Introduction to Entrepreneurship	3			■		
	MIS 34060 Operations Management	3	■				
	Kent Core Fine Arts	3				KFA	
	Kent Core Social Sciences	3				KSS	
<b>Semester Six [15 Credits]</b>							
<b>Required for progression in the major: minimum cumulative 2.500 GPA</b>							
!	<b>FIN 36053 Business Finance</b>	3	■				
	MIS 24065 Web Programming or MIS 34054 Using Information Systems for Solving Business Problems	3			■		
	MIS 34165 Dynamics of Leadership or MIS 34180 Human Resource Management <sup>5</sup>	3	■		■		
	MKTG 35056 Social Media Marketing or MKTG 45046 Personal Selling or department-approved MKTG major course	3	■		■		
	General Electives <sup>6</sup>	3					
<b>Semester Seven [14 Credits]</b>							
<b>Required for progression in the major: minimum cumulative 2.500 GPA</b>							
!	<b>FIN 36058 The Financial System</b>	3	■		■		
	ACCT 33061 Financial Reporting Issues and Analysis or department-approved ACCT major course	3	■		■		
	ECON 32025 Money, Credit and Banking or ECON 42075 International Economic Relations	3	■		■		
	General Electives <sup>6</sup>	5					
<b>Semester Eight [15 Credits]</b>							
<b>Required for graduation: minimum cumulative 2.500 GPA and completion of the Assurance of Learning Assessment given in MIS 44285</b>							
!	<b>MIS 44285 Integrated Business Policy and Strategy</b>	3	■				
	MIS 44163 Global Business Management <sup>7</sup>	3	■		■	WIC	
	Major Electives <sup>8</sup>	9	■		■		

**Graduation Requirements Summary**

Minimum Total Hours	Minimum Upper-Division Hours	Minimum Kent Core Hours	Minimum	
			Major GPA	Overall GPA
120	39	36	2.500	2.500



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