Click on the program name within the degree requirements to go to the course descriptions.
THE COLLEGE OF BUSINESS ADMINISTRATION

Advising Office:

107 Business Administration Building
330-672-2872
http://business.kent.edu/
COLLEGE OF BUSINESS ADMINISTRATION

The College of Business Administration and the Graduate School of Management hold membership in the AACSB, International—The Association to Advance Collegiate Schools of Business. This association is recognized by the National Commission on Accrediting and the U.S. Office of Education as the official accrediting agency for business at the collegial level. AACSB standards include an evaluation of faculty adequacy and competence; admissions standards and caliber of the student body; library facilities; physical plant and equipment; financial support of the institution; and the content and breadth of both the professional and nonprofessional curricular requirements.

The College of Business Administration was organized in 1936 under enabling legislation passed by the General Assembly of the state of Ohio. After starting with 300 students and four faculty members, the college now numbers approximately 4,000 undergraduate students, 500 master’s students, 50 doctoral students and 56 faculty members.

You may contact the college through the following:
College of Business Administration
P.O. Box 5190,
Kent State University
Kent, OH 44242-0001.
World Wide Web address: http://business.kent.edu
Telephone: 330-672-2872
Fax: 330-672-4043

MISSION STATEMENT
The Kent State University College of Business Administration and Graduate School of Management fulfill their charge from the university and the state of Ohio by providing high-quality undergraduate, graduate and executive programs by engaging in a combination of instructional, research and scholarship, and service activities. While selected graduate programs encompass national and international clienteles, our programs primarily serve the citizens of Northeast Ohio. For selected graduate programs, the geographical sphere encompasses national and international clienteles.

The undergraduate programs of the College of Business Administration provide high-quality education in business and a foundation for lifelong learning. These programs serve as an important resource for Northeast Ohio by offering undergraduate-level business education throughout the region.

Educational Objectives
To improve student success, ensure continued quality improvement of the undergraduate programs, and enhance regional access to programs and courses, the college will:
• encourage experiences that broaden students’ education through internships, professional student organizations, overseas study and community service.
• redesign undergraduate majors as necessary to improve their relevance and quality, consistent with resource availability.
• institute continual growth for each course.
• periodically obtain evaluation from the business community concerning satisfaction with graduates and effectiveness of programs.
• develop alternative means of delivering courses and programs throughout Northeast Ohio.

ORGANIZATIONAL STRUCTURE
The College of Business Administration is composed of five academic departments. They are:
• Accounting
• Economics
• Finance
• Management and Information Systems
• Marketing

The five departments offer the following undergraduate majors:
• Accounting
• Business Management
• Computer Information Systems
• Economics
• Finance
• Marketing
• Operations Management

DEGREES
The College of Business Administration and the Graduate School of Management offer six degree programs at the graduate and undergraduate levels:

Doctor of Philosophy
Master of Arts in Economics
Master of Business Administration
Master of Science in Accounting
Master of Science in Financial Engineering
Bachelor of Business Administration

Bachelor of Business Administration
All undergraduate programs in the college lead to the Bachelor of Business Administration (B.B.A.) degree. To receive a baccalaureate degree from the College of Business Administration, students must, in addition to other requirements, satisfy the 36-hour minimum requirement stipulated in the LERs (see Pages 81-83) and complete 6 hours of diversity coursework (see Pages 85-87).
Each candidate for the Bachelor of Business Administration must meet requirements in two areas: the premajor program (freshman and sophomore) requirements; and the advanced business program (junior and senior) requirements.

The college also is an active participant in the university’s honors program. A business option in the general honors program is offered during the freshman and sophomore years, and various other opportunities are provided during the junior and senior years.

ACADEMIC ADVISING
Freshmen and transfer students are admitted to the premajor program, which encompasses the first two years of study within the College of Business Administration. All business administration students are required to satisfy the 36-hour minimum requirement as outlined in the LERs (see Pages 81-83) and complete 6 hours of diversity coursework (see Pages 85-87).

Freshmen and transfer students with 24 or fewer semester hours of transfer credit must register for US 10001, University Orientation. (Transfer students with more than 24 hours may register for US 10001 no later than their first two semesters at Kent State.) University Orientation is taught by a student/faculty team that functions as the new students’ academic advisors for the first year of their program.

The primary source for counseling and academic advising is the Undergraduate Programs Office, 107 Business Administration Building, 330-672-2872. All business administration students are encouraged to visit the Undergraduate Programs Office at least once each semester. Periodic counseling will assist the students in completing the required coursework for the B.B.A. in the shortest time possible.

During the second year of study—after completion of at least 46 semester hours—students who wish to be considered for advanced business status in the college should apply for conditional admission with the help of an academic advisor in the Undergraduate Programs Office (see Admission Requirements).

Admission to the advanced program is not automatic but is based upon admissions criteria set by the dean of the college. Admission is based on satisfactory completion of a specified number of credit hours, a specific core of courses and a specified GPA. (See Advanced Business Program, Admission Requirements on Page 197.)

Seniors in the advanced business program of the college must obtain an application for graduation from the Undergraduate Programs Office. Deadlines for graduation application are:

- December graduation—March 15
- May graduation—September 15
- August graduation—December 15

Assistance and information about college and university policies and procedures may be obtained from the Undergraduate Programs Office. Ignorance of the correct policies or procedures is not grounds for an exception to these rules.

INFORMATION FOR TRANSFER STUDENTS
Admission Requirements for Transfer Students
At least a 2.50 overall transfer GPA is required for admission to all College of Business Administration majors except economics and marketing. The economics major requires a minimum 2.25 transfer GPA. Marketing will admit up to 150 students to the major each fall, including transfer students, using a target GPA of at least 2.50.

Transfer students with less than a 2.50 (2.25 for economics) GPA may seek admission to another Kent State college. After completing a minimum of 12 hours at Kent State University, with a minimum 2.50 (2.25 for economics) GPA, transfer students are eligible for admission to the College of Business Administration.

Transfer students with 60 or more semester hours (or the equivalent) and less than a 2.50 (2.25 for economics) GPA (on a 4.00 scale) are not eligible to take junior- and/or senior-level business coursework.

Such students may have to take coursework that may not apply to the B.B.A. if full-time status is desired. Proper advising is imperative. Transfer students are expected to receive advising prior to scheduling classes. Failure to do so could result in a loss of credit hours.

Application of Transfer Credit
At Kent State University, the process for evaluation of transfer credit is a two-step procedure. First, potential transfer students send their copy of the Evaluation of Transfer Credit, Catalog[s] and previous transcripts to this conference. It is expected that transfer students consult an advisor prior to registering for coursework at Kent State, otherwise enrollment in courses is done at the students’ own risk.

Therefore, the next step in this process requires that the students consult with an academic advisor in the Undergraduate Programs Office, 107 Business Administration Building, to determine the applicability of this transfer credit to the degree requirements of the College of Business Administration. (The students should bring their copy of the Evaluation of Transfer Credit, Catalog[s] and previous transcripts to this conference.) It is expected that transfer students consult an advisor prior to registering for coursework at Kent State, otherwise enrollment in courses is done at the students’ own risk.

Students attending other institutions who anticipate transferring to Kent State to pursue the B.B.A. are urged to consult the degree requirements in this Catalog and to correspond with an academic advisor in the Undergraduate Programs Office.
advisor. Students attending two-year institutions who anticipate transferring to Kent State to work toward the B.B.A. should, as closely as possible, take work at the two-year institution which is equivalent to the Premajor Program Requirements shown at a later point in this section of the Catalog. Failure to follow this plan of study may result in significant loss of credit applicable toward the B.B.A.

**Validation of Transfer Credit**
Transferred business coursework that is not considered to be directly applicable to Kent State coursework may be eligible for validation. Approved validation techniques include CLEP tests, Credit-By-Examination and/or successful completion of advanced coursework in the same subject field. (“Successful completion” is defined as C [2.0] or better work.) Please note that each of these options may not be available in all cases, and that students must qualify for validation opportunities based on the information below. To determine the possibilities for validation, students are expected to meet with an academic advisor in the Undergraduate Programs Office.

Credit-By-Examination or CLEP tests to validate credit may be attempted by students transferring into the college with approval from the appropriate department provided the testing is an option.

Another validation option is open only to transfer students who have a cumulative transfer GPA of at least 2.50 and a grade of C (2.0) or better in the course in question. To validate accounting courses, a minimum grade of B (3.0) is required for advanced accounting courses and a minimum C (2.0) in all others. This option is contingent upon an advanced course being available. Students seeking to employ this option should consult with an academic advisor in the Undergraduate Programs Office before attempting to validate their transfer credit in this manner. The assistant dean must approve in advance all arrangements to validate transfer credit. In all cases, a catalog description, a course syllabus, and the name of the text and author are required for adequate review of the validation request.

**INFORMATION FOR KENT STATE STUDENTS WHO WANT TO TAKE COURSEWORK AT ANOTHER UNIVERSITY OR COLLEGE**
Students in the College of Business Administration who want to take coursework elsewhere and transfer credit hours toward their degree at Kent State are not transfer students. If permitted, this is considered transient work. To determine eligibility to do transient work, students should consult the university’s policy on transient work and meet with a College of Business Administration academic advisor.

**PROBATION AND DISMISSAL**
Students in the College of Business Administration must meet the scholastic requirements of the university as stated in the General Information section of the university Catalog.

Students dismissed from the university may apply for reinstatement to the College of Business Administration after a period of one academic year (two semesters excluding summer terms). To be considered for reinstatement, students should contact the Undergraduate Programs Office, 107 Business Administration Building, for an Application for Reinstatement.

**GENERAL DEGREE REQUIREMENTS**

**Bachelor of Business Administration**
(All students in the College of Business Administration should also carefully read General Requirements and Regulations on Pages 67-80.)

1. A minimum of 121 semester hours of approved coursework must be completed as prescribed in the various curricula. Included in these 121 semester hours is US 10001, University Orientation, which may be used as a premajor general elective. Students entering the university after the fall of 1979 with freshman standing must complete this requirement in order to enter an advanced business program in the college.

2. All business administration students must satisfy the 36-hour minimum requirement of the Liberal Education Requirement as outlined on Pages 81-83, and complete 6 hours of diversity coursework (see Pages 85-87.) Also, the uniform requirements (lower division) described on Page 196 show how the LERs will apply to the baccalaureate degree program in business administration.

3. Writing-Intensive Course Requirement: Refer to either Page 68 or 89-91 of this Catalog for specific information on the Writing-Intensive Course Requirement.

4. Students must complete at least one year (30 hours) in-residence on a Kent State University campus, and this must be the final year of work at the university. Under unusual circumstances students may request modification of this requirement by contacting the assistant dean, College of Business Administration.

5. Students must complete at least 50 percent of business credit hours (required for the business degree) in-residence on a Kent State University campus.
6. Students must complete at least 50 percent of their major credit hours in residence on a Kent State University campus.

7. To earn a College of Business Administration minor, students must complete at least two courses in the minor at Kent State University. At least one of these must be at the upper-division (30000-40000) level.

8. A minimum GPA of 2.50 must be earned for all work carried at Kent State University for the accounting, business management, computer information systems, finance, marketing and operations management majors. The economics major requires a 2.25 minimum cumulative GPA. A minimum GPA of 2.50 must be earned in the major field (which includes all major requirements and major electives for the accounting, business management, computer information systems, finance, marketing and operations management majors). The economics major requires a 2.25 major GPA.

9. Students must complete two measures of outcomes assessment as specified by the College of Business Administration for complete satisfaction of the B.B.A.

10. The university normally requires a minimum of 39 semester hours at the upper-division (30000-40000) level for graduation with the B.B.A.

PREMAJOR PROGRAM

Admission Requirements

Entering Freshmen: Any students who meet Kent State’s admission standards and are admitted to Kent State as entering freshmen (i.e., with no semester credit hours toward a degree) are admitted to a premajor program (e.g., preaccounting, prebusiness management, precomputer information systems, pre-economics, prefinance, premarketing, preoperations management and prebusiness).

Kent State Transfer: All other students (i.e., those who have one or more semester credit hours toward a degree) are admitted to a premajor program (e.g., preaccounting, prebusiness management, precomputer information systems, pre-economics, prefinance, premarketing, preoperations management and prebusiness).

Premajor Program

This program applies to preaccounting, prebusiness management, precomputer information systems, pre-economics, prefinance, premarketing, preoperations management and prebusiness.

I. Composition ................................. 6

ENG 10001, 10002, College English I, II ........ 6

Note 1: For admission to all business majors, except economics, a minimum C (2.0) must be earned in ENG 10001 and 10002.

Note 2: Students must register continuously in freshman English until the requirement is satisfied. Credit toward graduation is not granted after students have been enrolled for four semesters.

Students who transfer to the university with junior standing must complete the requirement within two semesters to receive graduation credit.

II. Mathematics, Logic and Foreign Languages .......... 4

MATH 11011, College Algebra (4)

or

12001, Algebra and Trigonometry (4)

Note 1: For admission to all business majors, except economics, a minimum C (2.0) must be earned in MATH 11011 or 12001.

Note 2: MATH 11012, Intuitive Calculus (or MATH 12002, Analytical Geometry and Calculus I) is required in the junior year for all majors except economics. Economics majors should take MATH 11012 or 12002 as a pre-economics requirement. See your academic advisor.

III. Humanities and Fine Arts ................. 9

See Page 82 under Liberal Education Requirements for elective courses that will fulfill the Humanities and Fine Arts requirement.

COMM 15000, Introduction to Human Communication ... 3

Fine Arts elective .................................. 3

Humanities elective .............................. 3

Note: For admission to all business majors, except economics, a minimum C (2.0) must be earned in COMM 15000.

IV. Social Sciences .......................... 9

ECON 22060, Principles of Microeconomics .......... 3

22061, Principles of Macroeconomics .......... 3
ELECTIVE

At least 3 hours of elective coursework must be chosen from anthropology, geography, political science, psychology or sociology courses listed under Social Sciences in the LERs. Business management majors must take PSYC 11762, General Psychology.

V. Basic Sciences

See elective choices that will fulfill the Basic Sciences requirement on Page 83 under Liberal Education Requirements.

VI. Business

BUS 10123, Exploring Business .............. 3
M&IS 24053, Intro. to Computer Applications ............. 3
24056, Fundamentals of Business Statistics ............. 3
24163, Principles of Management ............. 3
ACCT* 23020, Introduction to Financial Accounting ............. 3
23021, Introduction to Managerial Accounting ............. 3
FIN 26074, Legal & Regulatory Environment of Business .... 3
MKTG 25010, Marketing ..................... 3

*Students must have earned 28 or more hours of credit to take ACCT 23020.

A minimum grade or average is required in the introductory course(s) for the major. See Advanced Business Program requirements on this page.

VII. University Orientation

US 10001, University Orientation .............. 1

VIII. Diversity

Two diversity courses (6 semester hours) are required, and at least one course (or both) is embedded in the LERs or one may be double-counted in a non-ER elective category. (See Pages 85-87 of this Catalog for a complete list of diversity course choices.) At least one diversity course must be taken as part of the LERs. The second diversity course may count toward the LER or as a non-ER elective. In some cases, and with the approval of the assistant dean, students may satisfy the second diversity course requirement by completing one semester of study in another country. Students are required to take one course addressing domestic (U.S.) issues and one course addressing global issues.

IX. 10000-40000-level Nonbusiness Electives

Note: Any course offered as a choice under the LERs may not be taken pass-fail even if the course is being used as a nonbusiness elective.

Guidelines for Selection of Electives

1. Operations management majors must take TECH 13580, Engineering Graphics I. This requirement may not be taken pass-fail.

2. Students required to take ENG 10000 and MATH 10005 may use a maximum of 3 credit hours (of a total of 6) toward the 10000-level nonbusiness elective. The allowable number depends on other coursework completed. ENG 10000 and MATH 10005 may not be taken pass-fail.

3. Students may receive elective credit for only one of MATH 10005, MATH 14001 or MATH 14002 and only if completed prior to College Algebra, MATH 11011 (or 12001). (See [2] above if ENG 10000 is also required of the student.)

4. 28 or more semester hours are required to take ACCT 23020.

5. Workshop credit will apply toward the B.B.A. only in circumstances where the workshop is programmatically appropriate and only after prior approval by the assistant dean and, when appropriate, by the department chair of the student’s major. A maximum of 6 credit hours towards the B.B.A. will be allowed, of which a maximum of 3 semester hours may apply toward the student’s major.

ADVANCED BUSINESS PROGRAM

Admission Requirements

After completion of at least 46 semester hours of coursework in the premajor program, all premajor students who wish to be considered for admission to the Advanced Business Program should apply for such consideration in the Undergraduate Programs Office, 107 Business Administration Building. Admission to the Advanced Business Program and the ability to enroll in 30000- and 40000-level business coursework will be granted to students who have:

1. Satisfactorily completed 46 semester hours applicable to the premajor program.

2. Earned and maintained a minimum 2.50 overall GPA for all majors except economics (see Note 2 below) and marketing (see Note 3 below).

3. Earned a minimum grade of C (2.0) in COMM 15000, ENG 10001, ENG 10002, MATH 11011 or MATH 12001 and the introductory course in the major. (See complete list under Note 1 below.) The economics major does not require the C (2.0) minimum in the preceding courses. The accounting major requires a minimum C (2.0) and a 2.50 average in ACCT 23020 and ACCT 23021. The computer information systems major requires a minimum 2.50 average in M&IS 24053, M&IS 24060 and M&IS 24070.

4. Earned a minimum passing grade of D (1.0) or higher unless otherwise specified, an S for University Orientation) in each of the required courses (or approved equivalents) in the premajor program and have no more than 15 credits of required coursework in progress.

Note 1: Minimum C (2.0) is required in the introductory course for the major as follows:
MAJORS

Accounting

The accounting curriculum is designed to provide students with a solid foundation in accounting theory and practice necessary for entry-level accounting positions and career advancement. It encompasses a common body of concepts, conventions, principles and theories essential to the professional competency of the certified public accountant, controller, industrial accountant, institutional accountant and governmental accountant. The students are enabled to continue their professional development through the more specialized programs provided by employers or through graduate studies.

PREMAJOR PROGRAM

(See Pages 196 - 197 for more details)

I. Composition ......................................................... 6
II. Mathematics, Logic and Foreign Languages .................. 4
III. Humanities and Fine Arts ....................................... 9
IV. Social Sciences .................................................... 9
V. Basic Sciences ...................................................... 6
VI. Business ............................................................. 24
VII. University Orientation .......................................... 1
VIII. Diversity .......................................................... 2
IX. 10000-40000-Level Nonbusiness Electives .................. 2

ADVANCED BUSINESS PROGRAM

A minimum of 39 semester hours at the upper-division level (30000-40000) normally is required for graduation with the Bachelor of Business Administration degree.

General Business Requirements ..................................... 12
ENG 30063, Business and Professional Writing .................. 3
FIN 36053, Business Finance ........................................ 3
M&IS 34060, Operations Management ............................. 3
12002, Analytic Geometry & Calculus I (5)
44285, Integrated Business Policy and Strategy ............... 3

Choose one Math course ............................................... 3-5
MATH 11012, Intuitive Calculus (3)
12002, Analytic Geometry & Calculus I (5)

Business Electives ..................................................... 6
FIN 36072, Law of Commercial Transactions ................... 3

Elective* ................................................................. 3
*This course is normally taken at the 30000-40000 level. It may be a nonbusiness course.

Nonbusiness Electives ............................................... 13-15

Students may take or use any course from any nonbusiness department at any level as long as the minimum 39 hour requirement for upper-division courses is satisfied for graduation with a B.B.A.

Exceptions: No more than three hours of physical education activity (PEB) courses and a maximum of 3 credit hours for...
Accounting major admission requirements:

1. Satisfactory completion of 46 semester hours applicable to the preaccounting major.
2. A minimum 2.50 cumulative GPA.
3. A minimum C (2.0) is required in COMM 15000, ENG 10001, ENG 10002, and MATH 11011 or 12001 (or placement out of ENG 10001 and/or MATH 11011 or 12001), and
4. A minimum C (2.0) and a 2.50 average in ACCT 23021 (or equivalent).

To graduate with an accounting major:
1. A minimum 2.50 cumulative GPA is required and
2. A minimum 2.50 major GPA.

The following policies are in effect for accounting majors:

1. A grade of C (2.0) or better is required in the four junior-level accounting courses to progress to the senior-level courses.
2. Normally an accounting major course can be repeated only once. Exceptions require the approval of the department chairperson and the assistant dean for the College of Business Administration.
3. Students may repeat only a course in which a grade of C+ (2.30) or lower was earned.
4. Only three accounting major (ACCT 3/43000) courses can be repeated and counted toward the accounting major. Exceptions require the approval of the department chairperson. All attempts will count in the computation of the major, upper-division business and cumulative GPAs.
5. A basic knowledge of and the ability to use personal computers for accounting applications, including an electronic spreadsheet such as Excel, is required to major in accounting. Students should possess such knowledge and skills for all upper-division accounting major (ACCT 3/43000) courses. It is the students’ responsibility to acquire such knowledge and skills, if not already possessed, before taking any upper-division accounting major course or during the first quarter of the term during which the course is taken. The department office can provide recommendations on self-study materials to acquire the knowledge and skills necessary.

In addition to the above program that leads to the bachelor’s degree, the department offers a five-year program that leads to both the Bachelor of Science and the Master of Science in Accounting degrees. The two-degree, five-year program meets the requirements for admission of graduates to the Certified Public Accountant’s Examination as set forth in Section 4701 of the Ohio General Code after Jan. 1, 2000. Requirements differ in different states, and students should check with the state board of accountancy for requirements. For details concerning the Master of Science in Accounting program, which is the fifth year of the five-year program, students should examine the Graduate Schools Bulletin, or contact the Graduate School of Management in Business Administration Building, A310.

Business Management

The business management major provides students with an in-depth understanding of the important issues related to managing people in the corporate and socio-technical environment in which they work. The major also requires exposure to the functions of business—i.e., accounting, finance and marketing. The broad knowledge base provided by this program prepares students for entry-level management positions, initiating entrepreneurial ventures, or entry into a number of occupational fields when beginning a business career.

PREMAJOR PROGRAM

(See Pages 196 - 197 for more details)

I. Composition ........................................... 6
II. Mathematics, Logic and Foreign Languages .................. 4
III. Humanities and Fine Arts ................................ 9
IV. Social Sciences .................................... 9
PSYC 11762, General Psychology 3
LER Social Science Electives 6
V. Basic Sciences 6
VI. Business 24
VII. University Orientation 1
VIII. Diversity 1
IX. 10000-40000-Level Nonbusiness Electives 2
ADVANCED BUSINESS PROGRAM
A minimum of 39 semester hours at the upper-division level (30000-40000) normally is required for graduation with the Bachelor of Business Administration degree.

General Business Requirements 12
ENG 30063, Business and Professional Writing 3
FIN 36053, Business Finance 3
M&IS 34060, Operations Management 3
44285, Integrated Business Policy and Strategy 3
Choose one Math Course 3-5
MATH 11012, Intuitive Calculus (3)
12002, Analytic Geometry & Calculus I (5)
Nonbusiness Electives 13-15
Students may take or use any course from any nonbusiness department at any level as long as the minimum 39-hour requirement for upper-division courses is satisfied for graduation with a B.B.A.
Exceptions: No more than three hours of physical education activity (PEB) courses and a maximum of 3 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 121 total hour or 39 upper-division hour graduation requirement. There is no limit on other music coursework. Any other exceptions must be approved by the assistant dean.
Note: Credit for ENG 10000 or MATH 10005 may apply only toward lower division nonbusiness electives. See Guidelines for Selection of Electives.
Major Requirements 9
M&IS 34165, Dynamics of Leadership 3
34180, Human Resource Management 3
** 44150, Total Quality Management 3
**Writing-Intensive course.
Major Electives 21
Choose one course from EACH of the six areas: 18
ACCT 33061, Financial Reporting (3)
33063, Cost Control (3)
ECON 32025, Money, Credit and Banking (3)
32070, Labor Problems (3)
32082, Intro to Managerial Economics (3)
32084, Economics of the Environment (3)
42068, Industrial Organization and Public Policy (3)
42075, International Economic Relations (3)
42081, Urban Economics (3)
42085, Public Finance (3)
42087, Law and Economics (3)
FIN 36058, The Financial System (3)
* 36059, Investments (3)
* 36063, Individual Investment Analysis and Strategies (3)
M&IS 34054, Using Information Systems for Solving Business Problems (3)
34056, Intermediate Statistics (3)
34057, Decision Science I (3)
34185, Individual and Group Behavior (3)
44063, Quality and Cost Control (3)
44091, Seminar: HRM (3)
44096, Individual Investigation in Management (3)
44183, Developing and Training Human Resources in Organizations (3)
MKTG 35015, Service Marketing (3)
35035, Consumer Behavior (3)
35050, Marketing Research (3)
45046, Personal Selling and Sales Management (3)
45060, International Marketing (3)
45071, Business Marketing and E-Commerce (3)
PSYC 31773, Industrial Psychology (3)
41282, Personality (3)
41532, Social Psychology (3)
Choose one additional FIN, M&IS or MKTG course from the courses listed above 3
TOTAL 121
*Note: Students are permitted to take at most one of the two courses, FIN 36059 or FIN 36063, for credit toward their major.

Business management major admission requirements:
1. Satisfactory completion of 46 semester hours applicable to the prebusiness management major.
2. A minimum 2.50 cumulative GPA.
3. A minimum C (2.0) is required in COMM 15000, ENG 10001, or MATH 11011 or 12001 (or placement out of ENG 10001 and/or MATH 11011 or 12001), and
4. A minimum C (2.0) in M&IS 24165.

To graduate with a business management major:
1. A minimum 2.50 cumulative GPA is required and
2. A minimum 2.50 major GPA.

**Computer Information Systems**

The computer information systems major is designed to provide students with a focus on the creation and supervision of the computerized information systems (CIS) that commonly are used in organizations of all types and sizes. There is a primary emphasis on problem solving within systems development, on the logic of programming and on state-of-the-art programming.
languages and methodologies. Examples of CIS include airline reservation systems, bank automated teller systems, trading systems for stock exchanges and accounting/auditing systems.

Once the required courses have been completed, students can select electives that will lead them in various professional career directions. One of these directions focuses on system development—preparing students for work as programmers, systems analysts and application system architects. Careers in this specialization area can involve intensive technical work writing program code, work in database design and support, projects in high-level system design and project management of these activities. A second direction focuses on the creation and maintenance of local and wide area networks and other computing infrastructure components, and prepares students for careers as network engineers and network managers. Some material taught in courses connected with both of these specialization areas correlates with the knowledge needed to pass professional certification exams.

Students also are strongly encouraged to engage in a CIS internship, which involves a summer or a semester of paid professional experience in industry. Internship experience helps show the relevance of on-campus courses to professional work, helps students focus their career plans and often enables students to secure better postgraduation jobs. Three hours of academic credit can be earned for an internship.

Guidance in selecting electives is available from the CIS faculty or from the Undergraduate Programs Office. Permission is required prior to registration for M&IS 24060 and M&IS 24070.

PREMAJOR PROGRAM
(See Pages 196 - 197 for more details)

I. Composition .............................................. 6
II. Mathematics, Logic and Foreign Languages ............... 4
III. Humanities and Fine Arts .................................. 9
IV. Social Sciences ........................................... 9
V. Basic Sciences ............................................. 6
VI. Business .................................................. 24
VII. University Orientation .................................... 1
VIII. Diversity ............................................... 2
IX. 10000-40000-Level Nonbusiness Electives ............... 2

ADVANCED BUSINESS PROGRAM
A minimum of 39 semester hours at the upper-division level (30000-40000) normally is required for graduation with the Bachelor of Business Administration degree.

General Business Requirements ............................... 12
ENG 30063, Business and Professional Writing ............. 3
FIN 36053, Business Finance .............................. 3
M&IS 34060, Operations Management ........................ 3
44285, Integrated Business Policy and Strategy ............ 3

Choose one Math Course ...................................... 3-5
MATH 11012, Intuitive Calculus (3)
12002, Analytic Geometry & Calculus I (5)

Nonbusiness Electives ........................................ 13-15
Students may take or use any course from any nonbusiness department at any level as long as the minimum 39-hour requirement for upper-division courses is satisfied for graduation with a B.B.A.

Exceptions: No more than three hours of physical education activity (PEB) courses and a maximum of 3 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 121 total hour or 39 upper-division hour graduation requirement. There is no limit on other music coursework. Any other exceptions must be approved by the assistant dean.

Note: Credit for ENG 10000 or MATH 10005 may apply only toward lower division nonbusiness electives. See Guidelines for Selection of Electives.

Major Requirements ........................................ 15
Permission required prior to registration for M&IS 24060 and M&IS 24070.
M&IS 24060, Systems Analysis I ............................ 3
24070, Principles of Systems Development ................. 3
44042, Telecommunications and Networking ............. 3
44043, Data Base Management Systems .................. 3
* 44048, Software Integration .............................. 3

*Writing-Intensive course.

Major Electives ............................................ 15
Choose 5 courses from the following:
M&IS 24080, Computer Programming for Business I (3)
34032, Data and File Technology (3)
34033, Computer Programming for Business II (3)
34036, Large Systems Technology (3)
34045, Small Systems Technology (3)
44044, Systems Analysis II (3)
44045, Information Systems Management (3)
44049, Network Management (3)
44095, Special Topics (3)
44292, Internship in IS (3)

TOTAL 121

NOTE: CIS majors may use non-CIS courses as major electives with permission. Please meet with a faculty major advisor to pursue this option.

Computer information systems major admission requirements:
1. Satisfactory completion of 46 semester hours applicable to the precomputer information systems major,
A major in economics is excellent preparation for many careers. Employers are interested in potential employees who can conceptualize and solve problems; can quickly find, organize and use relevant information; and have analytical ability. These skills are emphasized in economics. Economics classes deal with vital current topics that are relevant to many careers, such as: our financial and banking system; environmental problems and policies; the economic relations between the United States and foreign countries; government spending and taxation policies; why the standard of living is so much lower in Third World countries than in the United States; and urban development and public policies in housing, transportation and welfare.

Economics majors obtain interesting and challenging positions, with excellent opportunities for advancement in areas such as business; government at the federal, state and local level; and nonprofit organizations. The skills emphasized in the economics major will prepare you well for the first position you obtain and also for future career changes. Undergraduate economics majors also are well prepared to pursue graduate work in economics. Furthermore, a major in economics is excellent preparation for law school. For students with an interest in international opportunities, the economics major is an excellent program to consider.

Economics major admission requirements:

1. A minimum 2.50 cumulative GPA is required and
2. A minimum 2.50 major GPA.

Note: Students interested in pursuing graduate study in economics are encouraged to take MATH 12002 and 12003 (Analytical Geometry and Calculus I and II) and other mathematics and statistics courses. Interested students with the appropriate prerequisites may also want to substitute MATH 40011 and 40012 for M&IS 24053 and ECON 32040, with departmental approval.

A major in economics also is offered in the College of Arts and Sciences.

Economics major admission requirements:
To graduate with an economics major:
1. Satisfactory completion of 46 semester hours applicable to the pre-economics major,
2. A minimum 2.25 cumulative GPA.

To graduate with a finance major:
1. Satisfactory completion of 46 semester hours applicable to the prefinance major,
2. A minimum 2.50 cumulative GPA,
3. A minimum C (2.0) in FIN 36053.

Finance major admission requirements:
1. Satisfactory completion of 46 semester hours applicable to the prefinance major,
2. A minimum 2.50 cumulative GPA,
3. A minimum C (2.0) in FIN 36053.

Finance major graduation requirements:
1. Satisfactory completion of 46 semester hours applicable to the prefinance major,
2. A minimum cumulative GPA.
3. A minimum C (2.0) in FIN 36053.

*Writing-Intensive course.

Major Requirements

**Major Electives

**9 hours to be selected from:

FIN 36061, Real Estate Principles (3)
36081, Principles of Insurance (3)
36084, Business Principles (3)
46054, Financial Risk Management (3)
46055, Options and Future Markets (3)
46067, Portfolio Analysis (3)
46068, Financial Management of Commercial Banks (3)
46091, Finance Seminar (3)
46096, Individual Investigation in Finance (3)
46192, Internship in Finance (3)
ACCT 33061, Financial Reporting Issues and Analysis (3)
33063, Cost Control and Analysis for Management (3)

TOTAL 121
FINANCIAL MANAGEMENT
ACCT 33061*, 33063*, FIN 36084, 46054, 46055, 46067

INVESTMENTS
FIN 46054, 46055*, 46067*, ACCT 33061

BANKING / FINANCIAL INSTITUTIONS
ACCT 33061*, FIN 36061, 46054, 46055, 46067

*Strongly recommended.

Marketing

The marketing curriculum at Kent State University emphasizes marketing within small-sized businesses (those with 500 or fewer employees and/or sales less than $100 million). The curriculum is designed to educate students to function effectively in the small-business environment by giving them the abilities to analyze information and make insightful and autonomous managerial decisions. These same skills also have value should students gain employment in large firms. The coursework for the major is sequential and integrated; each course builds upon prior classes to give students, upon graduation, a holistic body of knowledge, skills and abilities that will make them capable of being fully functional marketing professionals. Students majoring in marketing have a range of employment opportunities in such fields as personal selling, marketing management, product management, e-commerce, retailing and wholesaling as well as in service (e.g., airlines, banking), non-profit, health care and public sector occupations.

PREMAJOR PROGRAM

(See Pages 196 - 197 for more details)

I. Composition .................................. 6
II. Mathematics, Logic and Foreign Languages ................. 4
III. Humanities and Fine Arts .................................. 9
IV. Social Sciences ........................................ 9
V. Basic Sciences ......................................... 6
VI. Business ............................................. 24
VII. University Orientation .................................. 1

Select one of the following ................................ 3

** 35011, Marketing Tools ................................. 3
** 35021, Research for Marketing Decisions ............. 3
** 35023, Customer Analysis ............................... 3
** 35024, Hands-On Technology Enhancement Lab ...... 1
** 35026, Decision-Making Skill Enhancement Lab ...... 1
* 45010, Promotion Management .......................... 3
* 45020, Competitive Market Analysis ..................... 3
* 45026, Personal Selling Methods and Practices Lab .... 1
* 45030, Channel Management ............................ 3

TOTAL 121

Major Requirements ............................................ 24

MKTG***35011, Marketing Tools ................................. 3

** 35021, Research for Marketing Decisions ............. 3
** 35023, Customer Analysis ............................... 3
* 35024, Hands-On Technology Enhancement Lab ...... 1
** 35026, Decision-Making Skill Enhancement Lab ...... 1
* 45010, Promotion Management .......................... 3
* 45020, Competitive Market Analysis ..................... 3
* 45026, Personal Selling Methods and Practices Lab .... 1
** 45030, Channel Management ............................ 3
** 45040, Integrated Marketing Strategy (3) ............................ 3
** 45050, Entrepreneurship (3) ............................. 3

TOTAL 121

*Designates courses available fall semester only.
**Designates courses available spring semester only.
***Writing-Intensive course, offered only in the fall semester.

1. Students are admitted to the marketing major only in the fall semester.
2. Marketing allows admission of up to 150 students into the major each fall semester, using a target GPA of 2.50.
3. The marketing curriculum is to be taken in sequence. Not all courses will be offered each semester. Students should obtain a
copy of the marketing requirements sheet for a schedule of the
course sequencing.
4. Students who wish to take MKTG 45050 in lieu of MKTG
45040 must apply to the department chair for permission to
enroll. Only 20 students per semester will be permitted to enroll
in this course.
5. Normally a marketing major course can be repeated only once.
Exceptions require the approval of the department chairperson
and the assistant dean for the College of Business Administra-
tion.
6. Only three marketing major (3/45000) courses can be re-
peated and counted toward the marketing major. Exceptions require
the approval of the department chairperson. All attempts will
count in the computation of the major, upper-division business
and cumulative GPAs.
7. Should students not obtain a grade of C (2.0) or higher in
MKTG 35011, they will be required to repeat MKTG 35011 during
the following fall semester to alleviate skill deficits.

Marketing internships are an excellent source of real-world work
experiences for students. Typically, an internship receiving three
hours credit under MKTG 45292 requires students to work 12-15
hours per week for approximately 10 weeks in a marketing-relat-
ed position. The responsibilities, supervision and training provid-
ed to the interns should be comparable to that which new college
graduates in the organization usually receive. Grading is based
on job performance plus a written report. With pre-approval, stu-
dents may take MKTG 45292 to partially or completely fulfill the
business elective requirement.

**Operations Management**

Operations management is the management of the production of
goods or services for the customer. This includes any kind of
organization from modern manufacturing to administration of
hospitals and other not-for-profit organizations. Courses in this
major provide students with a balanced mix of skills in the areas
of analytical tools, management, human relations and computer
use. Graduates may therefore expect to find employment in
supervisory and managerial positions in both manufacturing
(e.g., automotive, computers and appliances) and service (e.g.,
banks, insurance and department stores) industries. Some areas
of emphasis include total quality management, materials man-
agement and scheduling.

**PREMAJOR PROGRAM**

(See Pages 196 - 197 for more details)

I. Composition ........................................... 6
II. Mathematics, Logic and Foreign Languages ............... 4
III. Humanities and Fine Arts ............................. 9
IV. Social Sciences ..................................... 9
V. Basic Sciences ..................................... 6
VI. Business ........................................... 24
VII. University Orientation .............................. 1
VIII. Diversity. ........................................ 1
IX. 10000-40000-Level Nonbusiness Electives .............. 2

**ADVANCED BUSINESS PROGRAM**

A minimum of 39 semester hours at the upper-division level
(30000-40000) normally is required for graduation with the
Bachelor of Business Administration degree.

**General Business Requirements** .............................. 12
- ENG 30063, Business and Professional Writing .............. 3
- FIN 36053, Business Finance ................................ 3
- M&IS 34060, Operations Management ....................... 3
- 44285, Integrated Business Policy and Strategy .......... 3

*Choose one Math course* ........................................ 3-5
- MATH 11012, Intuitive Calculus (3)
- 12002, Analytic Geometry & Calculus I (5)

**Business Electives** ........................................... 9

These courses must be at the 30000-40000 level. They may be
nonbusiness courses.

**Nonbusiness Electives** ......................................... 10-12
- TECH 13580, Engineering Graphics I ....................... 3
- Electives ................................................ 7-9

Students may take or use any course from any nonbusiness
department at any level as long as the minimum 39-hour require-
ment for upper-division courses is satisfied for graduation with a
B.B.A.

Exceptions: No more than three hours of physical education
activity (PEB) courses and a maximum of 3 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 121 total hour or 39 upper-division hour graduation
requirement. There is no limit on other music coursework. Any
other exceptions must be approved by the assistant dean.

Note: Credit for ENG 10000 or MATH 10005 may apply only
toward lower division nonbusiness electives. See Guidelines for
Selection of Electives.

**Major Requirements** ........................................ 21
- ACCT 33063, Cost Control and Analysis for Management .... 3
- M&IS 34056, Intermediate Statistics ....................... 3
- 34057, Decision Science I .................................. 3
- 34061, Manufacturing Processes: Design and Control ...... 3
- 44063, Quality and Cost Control ............................ 3
- 44064, Manufacturing Resource Planning ................. 3
* 44065, Strategies in Production and Operations
  Management ........................................... 3

*Writing-Intensive course.
Major Electives

Choose one course from:

M&IS 34031, Systems Simulation (3)
34062, Job Design and Measurement (3)
34063, Operations Analysis (3)
34185, Individual and Group Behavior in Organizations (3)
44096, Indiv. Invest. in Management (3)

MKTG 45071, Business Marketing and E-Commerce (3)

TOTAL 121

Note: Many advanced industrial management courses are offered only once per academic year. Therefore, consultation with the operations management faculty advisor in the Department of Management and Information Systems is imperative.

Operations management major admission requirements:
1. Satisfactory completion of 46 semester hours applicable to the preoperations management major,
2. A minimum 2.50 cumulative GPA,
3. A minimum C (2.0) is required in COMM 15000, ENG 10001, ENG 10002, and MATH 11011 or 12001 (or placement out of ENG 10001 and/or MATH 11011 or 12001), and
4. A minimum C (2.0) in M&IS 34060.

To graduate with an operations management major:
1. A minimum 2.50 cumulative GPA is required and
2. A minimum 2.50 major GPA.

MINORS

Accounting

The accounting minor is for students desiring accounting education in financial statement preparation, budgeting, costing and accounting systems at a level beyond the user of financial information but less than the preparation for being a professional accountant. The minor will be especially useful to students whose career paths are in business, not-for-profit and governmental organizations where dealing with financial issues will be an important part of their duties. The accounting minor is open to all students in all majors based on the admission requirements outlined below.

ACCT 23020, Intro. to Financial Accounting ................. 3
23021, Intro. to Managerial Accounting .................... 3
33001, Corporate Accounting I ............................... 3
33004, Introduction to Accounting Systems ................. 3
33010, Cost Accounting ...................................... 3
33012, Corporate Accounting II ............................. 3
M&IS 24053, Intro. to Computer Applications .............. 3

TOTAL 21

Note: Enrollment in ACCT 23020 requires completion of a minimum 28 semester hours.

Requirements for declaration of the minor:
1. An officially declared major (not premajor, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration,
2. A minimum of 60 semester hours completed,
3. A minimum 2.50 cumulative GPA,
4. A minimum C (2.0) and a 2.50 average in (all attempts) ACCT 23020 and 23021.

Graduation requirement: A minimum 2.50 GPA (including all attempts) is required in the minor courses.

Note: To earn a College of Business Administration minor, students must complete at least two courses in the minor at Kent State University on a graded basis. At least one of these courses must be at the upper-division (30000 or 40000) level.

Business

The business minor provides students with exposure to a basic core of business courses. Students will take at least one course in each department of the College of Business Administration and, thereby, gain an overview of the world of business while pursuing a degree in another college within Kent State University (e.g., liberal arts or fine arts).

The business minor is self-contained and assumes no prior experience with business concepts. It is designed to complement students’ primary career field, whatever that might be, by providing knowledge of a broad range of business functions: accounting, computers, economics, finance, management and marketing. Completion of the business minor will prepare students to understand and, to a limited extent, manage the business functions of an organization.

ACCT 23020, Intro. to Financial Accounting ................. 3
23021, Intro. to Managerial Accounting .................... 3
ECON 22060, Principles of Microeconomics ................. 3
22061, Principles of Macroeconomics ....................... 3
FIN * 36053, Business Finance ............................... 3
MKTG*25010, Marketing ..................................... 3
M&IS*24163, Principles of Management .................... 3
Choose one from the following: ............................... 3
CS 10061, Intro. to Computer Programming (3)
M&IS 24053, Intro. to Computer Applications (3)

TOTAL 24
Requirements for declaration of the minor:

1. An officially declared major (not premajor, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration,
2. A minimum of 60 semester hours completed,
3. A minimum 2.50 cumulative GPA.

Graduation requirement: A minimum 2.50 GPA (including all attempts) is required in the minor courses.

Note: To earn a College of Business Administration minor, students must complete at least two courses in the minor at Kent State University on a graded basis. At least one of these courses must be at the upper-division (30000 or 40000) level.

*See registration requirements in the course listing for completed hours and cumulative GPA.

It is recommended that students pursuing a business minor take a statistics course such as MATH 10041, Elementary Probability and Statistics; PSYC 21621, Quantitative Methods in Psychology I; SOC 32220, Data Analysis; or M&IS 24056, Fundamentals of Business Statistics; and an operations course such as M&IS 34060, Operations Management (prerequisites are M&IS 24053 and M&IS 24056).

The AACSB accreditation standards prohibit nonbusiness majors from taking more than 25 percent of their degree requirements in business courses. Therefore, no more than 32 semester credit hours may be counted toward stated degree requirements.

Computer Information Systems

Personal computers and local area networks are resulting in the penetration of computer information technology into even the smallest organizations. Today, most careers involve some activities related to the creation and use of computer-based information systems. To be competitive in the current job market, it is essential to achieve proficiency in the use of computer information systems (CIS).

The CIS minor is self-contained and assumes essentially no prior experience with computers or systems. It is designed to complement the students’ primary career field, whatever that might be, by providing knowledge of CIS and their applications and hands-on experience with computer technology. Completion of the minor will prepare students to design and build CIS of modest size and to participate with professional analysts, on an effective partnership basis, in the construction of large complex systems. Students also will have the ability to aid their coworkers by performing computer system support in consultative and advisory roles.

I. Required: .......................................................... 12
   Permission required prior to registration for M&IS 24060 and 24070.
   M&IS 24053, Introduction to Computer Applications .................. 3
   24060, Systems Analysis I ............................................. 3
   24070, Principles of Systems Development .......................... 3
   34053, Data Integration .............................................. 3

II. Electives: ............................................................. 6
   Choose two courses from the following: ............................. 6
   M&IS 24080, Computer Programming for Business I (3)
     34032, Data and File Technology (3)
     34033, Computer Programming for Business II (3)
     34036, Large Systems Technology (3)
     34045, Small Systems Technology (3)
     44042, Telecommunications and Networking (3)
     44043, Data Base Management Systems (3)
     44044, Systems Analysis II (3)
     44045, Information Systems Management (3)
     44049, Network Management (3)
     44095, Special Topics (3)
     44292, Internship in IS (3)

   TOTAL 18

Requirements for declaration of the minor:

1. An officially declared major (not premajor, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration,
2. A minimum of 60 semester hours completed,
3. A minimum 2.50 cumulative GPA.

Graduation requirement: A minimum 2.50 GPA (including all attempts) is required in the minor courses.

Note: To earn a College of Business Administration minor, students must complete at least two courses in the minor at Kent State University on a graded basis. At least one of these courses must be at the upper-division (30000 or 40000) level.

Note 1: CIS minors may use non-CIS courses as minor electives with permission. Please meet with a faculty CIS advisor to pursue this option.

Note 2: Double-counting of minor electives as major electives or requirements is not permitted. In other words, students should choose two CIS elective courses that are not part of the students’ major.
Economics

The minor in economics provides a basis for the application of economic analysis, which is the foundation for most business decisions. The minor allows the choice among a wide range of electives and therefore provides a well-rounded preparation for careers in business and public service. The emphasis on critical thinking in the economics minor is also excellent preparation for law and other graduate study.

ECON 22060, Principles of Microeconomics . . . . . . . . . . . . . . . 3
ECON 22061, Principles of Macroeconomics . . . . . . . . . . . . . . 3
One of the following: . . . . . . . . . . . . . . . . . . . . . . . . . . . . 3
ECON 32040, Intermediate Microeconomic Theory and Applications (3)
ECON 32041, Intermediate Macroeconomic Theory and Policy (3)
Plus 9 additional upper-division economics credits . . . . . . . . . . .9
(which may include 32040 or 32041 if not selected above) elected with the approval of the students' advisor.

TOTAL 18

Note: It is highly recommended that students electing the economics minor complete at least one mathematics course at the MATH 11011 level or higher before registering for upper-division economics courses.

Requirements for declaration of the minor:
1. An officially declared major (not premajor, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration,
2. A minimum of 30 semester hours completed,
3. A minimum 2.00 cumulative GPA.

Graduation requirement: A minimum 2.00 GPA (including all attempts) is required in the minor courses.

Finance

Some knowledge of finance is necessary to understand and carry out work in most companies and other organizations. Profits and value creation are the "bottom lines" to which firms direct their efforts. The finance minor is designed for individuals desiring to gain some familiarity with financial management as well as the financial system of institutions and markets in which firms must operate. Some acquaintance with investment techniques may help students in managing their personal finances.

The finance minor is particularly useful for business students in other majors who take the requisite courses, and other students who desire to acquire some understanding of finance without having to take all the core business school requisites. Both groups will be exposed to important fundamentals yet they also will have the flexibility to consider several areas of finance.

I. Required: . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .15
ACCT 23020, Introduction to Financial Accounting . . . . . . . . .3
ECON 22060, Principles of Microeconomics . . . . . . . . . . . . . . .3
ECON 22061, Principles of Macroeconomics . . . . . . . . . . . . . .3
FIN 36053, Business Finance . . . . . . . . . . . . . . . . . . . . . . . . . .3
FIN 36054, Intermediate Business Finance . . . . . . . . . . . . . . .3

II. Electives: . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .9
9 semester hours from any of the following . . . . . . . . . . . . . .9
FIN 36058, The Financial System (3)
FIN 36059, Investments (3)
FIN 36061, Real Estate Principles (3)
FIN 36081, Principles of Insurance (3)
FIN 46054, Financial Risk Management (3)
FIN 46064, International Business Finance (3)
FIN 46068, Financial Management of Commercial Banks (3)

TOTAL 24

Requirements for declaration of the minor:
1. An officially declared major (not premajor, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration,
2. A minimum of 60 semester hours completed,
3. A minimum 2.50 cumulative GPA.

Graduation requirement: A minimum 2.50 GPA (including all attempts) is required in the minor courses.
Note: To earn a College of Business Administration minor, students must complete at least two courses in the minor at Kent State University on a graded basis. At least one of these courses must be at the upper-division (30000 or 40000) level.

Human Resource Management

The competitive advantage derived from the more effective use of human resource management (HRM) policies, practices and procedures is the focus of the HRM minor. The HRM minor is relevant to a variety of students universitywide who want to learn to better manage a firm’s human resources. This includes, but is not limited to, students who will become line managers and need to implement HR policies as they hire and manage the performance of their employees; students who will become entrepreneurs and need a fundamental knowledge of HRM to run their companies more effectively; and students who will become members of not-for-profit organizations and need to understand the basics of HRM because they will rarely be able to hire HR staff. The curriculum of the HRM minor covers a range of topic areas taught from both theoretical and applied perspectives. Students will be exposed to a wide array of HR functional areas including staffing, performance management, training, compensation, employer-employee rights and responsibilities and human resource information systems.

I. Required: ......................................................... 21
   ACCT 23020, Introduction to Financial Accounting .......... 3
   COMM 25863, Business and Professional Communication ... 3
   M&IS 24163, Principles of Management ...................... 3
   34180, Human Resource Management ........................ 3
   * 44091, Seminar in Human Resource Management .......... 3
   * 44183, Developing and Training Human Resources
     in Organizations .......................................... 3
   ** 44196, Advanced Topics in Human Resource
     Management ............................................... 3
II. Electives—choose one from the following .................... 3
   M&IS 34165, Dynamics of Leadership (3)
   34185, Individual and Group Behavior (3)
TOTAL 24

*Offered fall semester only.
**Offered spring semester only.

Requirements for declaration of the minor:
1. An officially declared major (no premajors, general or undeclared)
2. A minimum of 60 semester hours completed
3. A minimum 2.75 cumulative GPA

Note: students should plan on four semesters to complete this minor due to sequencing and availability of courses.

Graduation requirement: A minimum 2.75 GPA is required in the minor courses.

Note: To earn a College of Business Administration minor, students must complete at least two courses in the minor at Kent State University on a graded basis. At least one of these courses must be at the upper-division (30000 or 40000) level.

International Business

Global business is fast becoming an important part of the U.S. economy. The world that college graduates are facing will essentially be a triad of powers (the United States and, perhaps, Canada and Latin America; Europe; and Japan and its Asian neighbors) and a borderless world. This suggests a need to be trained for employment that will have international implications. Whether students take a major in business, fashion design and merchandising, the hard sciences, English or education, some training in global outreach, cultural diversity and “business cultures” will be necessary. The international business minor will introduce students to cultural issues of a broad, global nature.

Students in the international business minor are encouraged to participate in Kent State or other university study-abroad programs.

I. Required: ..................................................... 0-11
   11 semester hours of a single foreign language or ILR Level One
   competency as determined by an international business faculty
   advisor in consultation with the appropriate language faculty
   member. (Generally, this proficiency can be achieved by comple-
   tion of the Intermediate I level of a foreign language.)
II. Required sophomore- and junior-level business core ........ 18
   ACCT 23020, Financial Accounting ........................... 3
   23021, Managerial Accounting ................................ 3
   ECON 22060, Principles of Microeconomics .................... 3
   22061, Principles of Macroeconomics ........................... 3
   FIN 36053, Business Finance .................................... 3
   MKTG 25010, Marketing ...................................... 3
III. Required senior-level business core ............................ 6
   ECON 42075, International Economic Relations ............... 3
   MKTG 45060, International Marketing .......................... 3
IV. Elective ....................................................... 6
   Six semester hours of junior- or senior-level international busi-
   ness or nonbusiness elective courses, subject to approval of
   international business faculty advisor.

TOTAL 30-41
Requirements for declaration of the minor:
1. An officially declared major (not premajor, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration,
2. A minimum of 60 semester hours completed,
3. A minimum 2.50 cumulative GPA.

Graduation requirement: A minimum 2.50 GPA (including all attempts) is required in the minor courses.

Note: To earn a College of Business Administration minor, students must complete at least two courses in the minor at Kent State University on a graded basis. At least one of these courses must be at the upper-division (30000 or 40000) level.

Note 1: Students with an interest in this minor are encouraged to take as their social science liberal education elective at least one of the courses listed below. Additional courses from this list may be used for either lower- or upper-division nonbusiness electives.

GEOG 17063, World Geography
POL 10004, Comparative Politics
POL 10500, World Politics

Note 2: For determination of minor course applicability toward baccalaureate degree requirements, advising by the students’ college/school advisor is recommended.

Note 3: Satisfaction of all course prerequisites is required.

Management

The minor in management is intended to provide a basic core of management courses, with emphasis on strategic management, leadership and the management of employees. These courses allow students to gain an overview of managerial functions and expertise that will add value to the career preparations provided by their major programs. The minor is valuable to students outside, as well as inside, the College of Business Administration. Students are expected to satisfy all prerequisite requirements.

I. Required: ................................. 12
   ACCT 23020, Intro. to Financial Accounting ........ 3
   M&IS 24163, Principles of Management ............ 3
   34165, Dynamics of Leadership ................ 3
   34180, Human Resources Management ............ 3

II. Electives: ................................. 12
Choose four courses from the following with no more than one course from any area: ........ 12
   ACCT 23021, Introduction to Managerial Accounting (3)
   COMM 20001, Interpersonal Communication (3)
   25863, Business and Professional Communication (3)
   35864, Organizational Communication (3)
   ECON 22060, Principles of Microeconomics ........ 3
   22061, Principles of Macroeconomics ............. 3
   FIN 36053, Business Finance (3)
   M&IS 24053, Introduction to Computer Applications (3)
   34185, Individual and Group Behavior (3)
   MKTG 25010, Marketing (3)
   TOTAL 24

Requirements for declaration of the minor:
1. An officially declared major (not premajor, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration,
2. A minimum of 60 semester hours completed,
3. A minimum 2.50 cumulative GPA.

Graduation requirement: A minimum 2.50 GPA (including all attempts) is required in the minor courses.

Note: To earn a College of Business Administration minor, students must complete at least two courses in the minor at Kent State University on a graded basis. At least one of these courses must be at the upper-division (30000 or 40000) level.

Marketing

In today’s highly competitive business environment, successful managers must have a strong focus on providing customer satisfaction. This requires the ability to research consumer needs, wants, and desires; understand what these mean in terms of company offerings (e.g., the marketing mix); and communicate the benefits of their products or services effectively.

The marketing minor is designed to help students develop the perspectives and skills necessary to understand consumers and to provide customer satisfaction. Students completing a minor should be equipped to bring a marketing orientation to both profit and not-for-profit organizations.

   ECON 22060, Principles of Microeconomics ........ 3
   22061, Principles of Macroeconomics ............. 3
   MKTG 25010, Marketing ......................... 3
   35035, Consumer Behavior ....................... 3
   45045, Advertising and Promotion Mgmt. ........ 3
   45046, Personal Selling and Sales Management .... 3
   45060, International Marketing .................. 3
   TOTAL 21
Requirements for declaration of the minor:
1. An officially declared major (not premajor, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration,
2. A minimum of 60 semester hours completed,
3. A minimum 2.50 cumulative GPA.

Graduation requirement: A minimum 2.50 GPA (including all attempts) is required in the minor courses.

Note: To earn a College of Business Administration minor, students must complete at least two courses in the minor at Kent State University on a graded basis. At least one of these courses must be at the upper-division (30000 or 40000) level.

Note: Marketing courses required for the minor will not be offered each semester. Students should obtain the course sequencing plan from the marketing department or undergraduate advising office before applying for the minor to determine whether they can complete the minor coursework in a timely manner.

Military Studies

Leadership styles, organizational structure and behavior, and a global perspective form the common ground between the military and business. This minor is a 24-credit-hour integrated program designed to enhance junior leader development and success in an increasingly competitive world. Admission to this minor requires completion of the application process and consultation with the military science or aerospace studies faculty.

Please note it is not limited only to those students enrolled in one of the military’s precommissioning programs (Air Force or Army ROTC).

I. Required Core Requirements: ........................................... 12
All students in this minor must complete a 12-credit-hour core taken from the upper-division courses of the Military Science or Aerospace Studies programs.

Either:
ASTU 30101, Leadership Studies I (3)
30102, Leadership Studies II (3)
40101, Defense Studies I (3)
40102, Defense Studies II (3)

Or:
MSCI 30160, Leadership Development (3)
30170, Organizational Leadership (3)
40160, Military Management and Ethics (3)
40170, The Professional Military Officer, Management and Law (3)

II. Elective Courses: ......................................................... 12
In addition to the core requirements, students must complete a minimum of 12 hours from other academic programs approved by the College of Business Administration faculty advisor. These courses must be in addition to college General Requirements (including LERs) and major requirements. At least 6 hours must be taken from each of the following two selected areas: the first focuses upon the historical and political role of the American military, and the second reflects broader academic preparation for officership.

Historical and Political Role of the American Military:
GEOG 32080, Politics and Place (3)
34070, Economic Geography (3)
37050, Geography of Russia and the Commonwealth States (3)
37066, Geography of Europe (3)
37068, Geography of Africa (3)
37070, Geography of East and SE Asia (3)
37079, Geography of South Asia (3)
37084, Geography of South America (3)
37085, Geography of Central America and Mexico (3)
41074, Resource Geography (3)
HIST 31024, World War II (3)
31118, Vietnam War (3)
41065, Sectional Conflict and Civil War (3)
41073, American Military History (1900-Present) (3)

POL 30520 European Politics (3)
30530, Asian Politics (3)
30540, African Politics (3)
30550, Latin American Politics (3)
30551, U.S.-Latin American Relations (3)

Preparation for Officership
CACM 32020, Strategic Planning (3)
COMM 35852, Intercultural Communication (3)
35864, Organizational Communication (3)
ECON 42085, Public Finance (3)
ENG 20002, Introduction to Technical Writing (3)
M&IS 34180, Human Resource Management (3)
PHIL 21001, Introduction to Ethics (3)
31003, Ethics in Contemporary Contexts (3)
41020, Social Philosophy (3)

SOC 42564, Bureaucratic Organizations (3)

TOTAL 24
CERTIFICATE PROGRAM

Leadership

The leadership certificate is an undergraduate interdisciplinary program that integrates contemporary scholarship and experiential learning with a cross-cultural perspective, enhancing the leadership knowledge, skills and experience of students. The certificate program meets a growing need for leadership training as a critical component of the higher education experience. Students completing the program will have the knowledge and skills to become productive and effective purposeful leaders in various types of organizations.

The certificate program incorporates a variety of approaches to leadership. Under the mentorship of various faculty and staff, students will benefit from academic as well as cocurricular opportunities. The certificate program is based on a foundation of scholarly dialogue and experiential learning. Emphasis is on ethical decision-making, self-motivation, motivating others, critical thinking, teamwork, interpersonal communication and service learning.

Program Requirements .............................................................. 15

M&IS 24163, Principles of Management ................................. 3
* 44093, Wksp: Learning to Lead ....................................... 3
Electives ................................................................. 9

A list of possible electives is available by contacting the Undergraduate Programs Office in the College of Business Administration or the Campus Life Office.

Additional Requirements:
• One semester supervised leadership practicum (50 hours, on or off campus, must be approved by a mentor) and reflection paper.
• Participation in 80 hours of supervised community service, including a written summary and reflection of the experience(s).
• Thirty (30) hours of attendance at leadership development workshops.
• Development of a leadership portfolio to include documentation such as written reflections, leadership course-related papers, etc.
• Successful review of portfolio by faculty and staff.
• 2.5 cumulative GPA.

*Learning to Lead is a weeklong residential experience offered during the semester break periods.

MINORS IN OTHER COLLEGES/SCHOOLS

In addition to the departmental minors, undergraduate students in the College of Business Administration can select from a wide range of minors offered by other colleges and schools at Kent State University.

Arts and Sciences
The following minors within the College of Arts and Sciences are available to all undergraduate students at Kent State University. Please see Pages 166-187 for program requirements.

African Studies
American Sign Language
American Studies
Ancient, Medieval and Renaissance Studies
Anthropology
Applied Conflict Management
Applied Mathematics
Asian Studies
Biological Sciences
British Studies
Business French
Business German
Business Russian
Business Spanish
Cartography
Chemistry
Classics
Climatology
Comparative Literature
Computer Science
Economics
English
French
Geography
Geology
German
German Studies
Greek
Health Care Ethics
Hellenic Studies
History
Jewish Studies
Justice Studies
Latin
Lesbian, Gay, Bisexual and Transgendered Studies
Lithuanian Studies
Mathematics
North Atlantic Security Studies
Pan-African Studies
Paralegal Studies
Philosophy
Physics
Political Science
Pre-Law
Psychology
Religion Studies
Romanian Studies
Russian
Russian Studies
Sociology
Spanish
Urban Studies and Planning
Women’s Studies
The Writing Minor

Communication and Information
The following minors within the College of Communication and Information are available to all undergraduate students at Kent State University. Please see Pages 220-221 for program requirements.

Advertising
Communication Studies
Design
Electronic Media
Media Literacy
Photo Illustration
Public Relations
Visual Journalism
Web Design and Programming

Education
The following minors within the College of Education, Health and Human Services are available to all undergraduate students at Kent State University. Please see Pages 279-280 for program requirements.

Community Health Education
Human Sexuality

Fine and Professional Arts
The following minors within the College of Fine and Professional Arts are available to all undergraduate students at Kent State University. Please see Pages 290-292 for program requirements.

Art History
Crafts
Dance*
Family, Food and Nutritional Studies
Gerontology
Hospitality Food Service Management
Music*
Studio Art
Theatre

*Auditions are required before acceptance into the dance or music minors.

School of Exercise, Leisure and Sport
The following minors within the School of Exercise, Leisure and Sport are available to all undergraduate students at Kent State University. Please see Pages 308-309 for program requirements.

Athletic Coaching—Non-PE Majors
Leisure Studies
Sport Management for Non-Majors
Sports Medicine

Technology
The following minors within the School of Technology are available to all undergraduate students at Kent State University. Please see Page 355-356 for program requirements.

Electronic Technology
Flight Technology
Technology

GENERAL HONORS
The College of Business Administration strongly supports the opportunity for superior scholars to participate in the university honors program. Questions concerning this program should be referred to the assistant dean, College of Business Administration.

STUDENT LEADERSHIP AWARDS AND SCHOLARSHIPS
A partial listing of these include:

ADVERTISING CLUB OF AKRON SCHOLARSHIP—Presented to a marketing major.

AKRON/CANTON CHAPTER SOCIETY OF CPCU SCHOLARSHIP—Presented to a College of Business Administration senior finance or marketing major with an interest in insurance.

ALBERT MILES MEMORIAL SCHOLARSHIP—Awarded annually to a College of Business Administration sophomore or junior with demonstrated financial need.

ALUMNI COUNCIL LEADERSHIP AWARDS—Presented annually to outstanding upper-division students based on demonstrated leadership and significant involvement in college, university and community organizations.

ANGELO AND JOYCE KINICKI BOOK SCHOLARSHIP—A book award presented to College of Business Administration students with high scholastic ability.
ARDEN L. ALLYN CUP—Presented annually to a senior in the College of Business Administration on the basis of scholastic accomplishment and demonstrated leadership in student organizations.

BARRY AND JO ANN FETTERMAN SCHOLARSHIPS—Awarded annually to College of Business Administration majors.

BETA GAMMA SIGMA AWARD—Presented annually to the College of Business Administration junior with the highest GPA.

CHRISTOPHER AND STEPHANIE MARINAC SCHOLARSHIP—Awarded annually to a College of Business Administration major with demonstrated financial need.

CLEVELAND CHAPTER SOCIETY OF CPCU SCHOLARSHIP—Presented to a finance or marketing major with high scholastic ability and an interest in insurance.

DANIEL R. AND KATHERINE S. LEE SCHOLARSHIP—Presented to an incoming freshman with high scholastic ability and demonstrated financial need.

DANIEL L. AND ROSEMARY L. RHODES SCHOLARSHIP—Awarded to a junior or senior business major who has demonstrated leadership and service to Kent State University and the surrounding community.

DELTA SIGMA PI SCHOLARSHIP KEY—Presented annually to one of the two graduating seniors in the College of Business Administration with the highest academic average for four years.

FINANCIAL EXECUTIVES INSTITUTE AWARD—Presented annually to the outstanding business student majoring in either finance or accounting and who has indicated a career objective as a financial executive.

THE GARY M. GALE MARKETING SCHOLARSHIP—Awarded to a junior or senior marketing major enrolled full-time with at least a 3.00 overall GPA who has demonstrated leadership and service.

GEORGE E. PRICE MEMORIAL SCHOLARSHIP—Awarded to a junior or senior marketing major with an interest in purchasing.

THE INTERNATIONAL MATERIAL MARKETING SOCIETY —L. HILLIS MEMORIAL SCHOLARSHIP—Presented to a marketing major who has an interest in transportation, logistics and materials management and who has high scholastic ability.

JB MEMORIAL SCHOLARSHIP—Awarded annually to a College of Business Administration major who has demonstrated leadership and service with demonstrated financial need.

JIM & NANCY ARTHUR SCHOLARSHIP—Awarded to an incoming freshman with good scholastic standing. Preference is given to Kent Roosevelt graduates.

THE KENNETH NIEMANN SCHOLARSHIP—Presented to either an accounting or finance major with high scholastic ability.

MARCIA MAZINGO SCHOLARSHIP—Awarded to a female pre-economics or economics major.

THE NANCY MARTIN BECKWITH MEMORIAL SCHOLARSHIP—Presented to the marketing major with high scholastic ability.

THE OAK RUBBER SCHOLARSHIP—Presented annually to an incoming freshman based on merit and need. Primary recipients are sons and daughters of current or retired employees of the Oak Rubber Co. or graduates of Ravenna High School.

SOCIETY FOR INFORMATION MANAGEMENT (Northeast Ohio Chapter) SCHOLARSHIP—Presented to a computer information systems major with high scholastic ability.

THOMAS KELTY SCHOLARSHIP—Presented annually to an outstanding junior majoring in operations management.

THE ROBERT WEBER SCHOLARSHIP—Presented to an incoming freshman with high scholastic ability. Primary consideration given to graduates of Lakewood High School.

Other awards and scholarships are presented by the various academic departments.

PROFESSIONAL ORGANIZATIONS FOR STUDENTS
The college recognizes many diverse honoraries and professional organizations for students. These organizations are active in sponsoring numerous activities and programs of interest and value to students across the university. Participation as a member in one or more of these organizations enables one to meet other young men and women with similar career aspirations and goals. A partial listing of these groups includes:

ACCOUNTING ASSOCIATION—Professional organization in accounting. Open to all students interested in accounting.

ALPHA MU ALPHA—National honorary society in marketing.

AMERICAN MARKETING ASSOCIATION—Student chapter of the American Marketing Association. Open to all interested students.
AMERICAN SOCIETY FOR QUALITY—Student chapter of ASQ. Open to all interested students.

BETA ALPHA PSI—National honorary society in accounting.

BETA GAMMA SIGMA—National scholastic honorary society in all fields of business administration.

BUSINESS PRESIDENTS’ ROUNDTABLE—An organization serving as a liaison between member organizations and deans of the College of Business Administration and the university community.

COLLEGIATE BUSINESS ASSOCIATION—Professional student organization that promotes contributions by minorities in the field of business.

DELTA SIGMA PI—National professional fraternity in commerce and business administration.

ECONOMICS CLUB—Professional student organization to promote extracurricular activities in the field of economics.

FINANCIAL MANAGEMENT ASSOCIATION—Professional student organization to promote extracurricular activities in the field of finance.

KENT STATE CREDIT UNION—Student volunteers manage and operate Kent State’s student credit union providing financial services to Kent State students, alumni and student organizations.

MANAGEMENT INFORMATION SYSTEMS ASSOCIATION—Professional student organization to promote computer science.

OMICRON DELTA EPSILON—National honor society in economics.

BUSINESS ADVISORY COUNCIL
The Business Advisory Council is made up of business leaders and industrialists with interests in Northeast Ohio. Included in the membership of the council are several outstanding alumni of the college. The group meets regularly with the dean of the College of Business Administration to provide a close liaison between the business world and education, and to advise on the curricula and other programs of the college.

Current members include:
William A. Bartkus, Vice President, Information Systems, Travel Centers of America, Westlake, Ohio.
John S. Brinzo, CEO, Cleveland Cliffs Inc., Cleveland, Ohio.
Jack Burke Sr., Vice President, Investments, Ferris Baker Watts Inc., Cleveland, Ohio.
Jack Crews, Project Manager, The Ferchill Group, Cleveland, Ohio.
Joseph P. Ditchman Jr., Senior Vice President/Partner, Colliers International, Cleveland, Ohio.
Patricia Enright, Manager, Global Management Reporting Systems, Eaton Corporation, Cleveland, Ohio.
Raymond W. Evans (Retired), former Executive Vice President, Titan Tire Akron Design Center, Stow, Ohio.
Mary Christine Jackman, Consultant, Resources Connection, Cleveland, Ohio.
Steven C. Karzmer, Attorney at Law, Caffee, Halter and Griswold LLP, Cleveland, Ohio.
Michael R. Kennedy, Chairman and CEO, MRK Technologies Ltd., Cleveland, Ohio.
Daniel E. Klimas, President and CEO, Lorain National Bank, Lorain, Ohio.
Daniel L. Knotts, Senior Vice President, R. R. Donnelley Inc., Chicago, Illinois.
Joseph T. Kubic, President, AdCom Communications Inc., Cleveland, Ohio.
James A. Lisy Sr., President, Cincpoint Advisory Inc., Cleveland, Ohio.
John Loulan, Principal, Oread Consulting Group LLC, Akron, Ohio.
David W. McCauley, President, LSI Graphic Solutions Plus, North Canton, Ohio.
Lee A. McMannis, President, Aftermarket Performance by Design LLC, Stow, Ohio.
Stanley R. Miller, President, NAACP—Cleveland Chapter, Cleveland, Ohio.
Douglas C. Mor, Relationship Manager, First Merit Bank, Cleveland, Ohio.
Stuart D. Neidus, Chairman and CEO, Anthony and Sylvan Pools, Mayfield Village, Ohio.
Jim Pazderak, Partner, Deloitte & Touche, Cleveland, Ohio.
Stephen K. Pollock (Retired), former Vice President of Finance, The Hoover Company, North Canton, Ohio.
Stanley C. Rose (Retired), former Vice President for Merchandising, Distribution and Control, The Goodyear Tire and Rubber Co., Akron, Ohio.
Thomas P. Rudibaugh, Partner, Grant Thornton LLP, Cleveland, Ohio.
R. Louis Schneeberger, Chief Financial Officer, OM Group, Cleveland, Ohio.
R. Drew Sellers, President, SSG Consulting, Cleveland, Ohio.
Kenneth J. Sidon, President, Antares Management Solutions, Beachwood, Ohio.
Roger A. Smith, Vice President and General Manager, Global Floor Care Motors, Ametek, Kent, Ohio.
Lee A. Trotter Jr., Deputy County Administrator, Board of Cuyahoga County Commissioners, Cleveland, Ohio.
Stanley L. Ulchaker, (Retired), former Chairman and Chief Executive Officer, Edward Howard & Co., Cleveland, Ohio.
Frank Vaughn (Retired), former President, The Hoover Co., Aurora, Ohio.