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Kent State University

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THE COLLEGE OF BUSINESS ADMINISTRATION
Academic 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.

The college may be contacted through the following:

College of Business Administration

P.O. Box 5190

Kent State University

Kent, OH 44242-0001

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 clientele, our programs primarily serve the citizens of Northeast Ohio. For selected graduate programs, the geographical sphere encompasses national and international clientele.

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 36-37 hour minimum requirement stipulated in the Liberal Education Requirements (LER) (see Pages 85-87) and complete 6 credit hours of diversity coursework (see Pages 89-91).

Each candidate for the Bachelor of Business Administration must meet requirements in two areas: the pre-major 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 pre-major 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 Liberal Education Requirements (LER) (see Pages 85-87) and complete 6 credit hours of diversity coursework (see Pages 89-91).

Freshmen and transfer students with 24 or fewer semester hours of transfer credit must register for US 10097 First Year Colloquium. (Transfer students with more than 24 credit hours may register for US 10097 no later than their first two semesters at Kent State.) First Year Colloquium 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 239.)

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 credit 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. 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 the Kent State Admissions Office an official copy of their college and/or university transcript(s). The students then will receive from the Kent State Admissions Office an Evaluation of Transfer Credit that indicates how coursework will transfer. Although coursework will be listed on the Evaluation of Transfer Credit, it does not imply that all coursework will be used toward the business degree.

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. 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 Pre-major 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 minimum C [2.0] grade.) 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.

Academic work taken by students while dismissed from the university must be approved by the assistant dean PRIOR to taking the work if the students wish to return to Kent State University and apply said coursework toward the B.B.A. Any academic work completed by the students while dismissed from the university without the approval of the assistant dean may not be acceptable as meeting the requirements of the College of Business Administration.

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 69-83.)

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 10097 First Year Colloquium, which may be used as a pre-major general elective.
2. All business administration students must satisfy the 36-credit-hour minimum requirement of the Liberal Education Requirements (LER) as outlined on Pages 85-87, and complete 6 credit hours of diversity coursework (see Pages 89-91.) Also, the uniform requirements (lower-division) described on Page 238 show how the LER courses apply to the baccalaureate degree program in business administration.
3. Writing-intensive course requirement: Refer to either Page 70- or 93-95 of this *Catalog* for specific information on the writing-intensive course requirement.
4. Students must complete at least one year (30 credit 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 2.50 GPA 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 minimum cumulative 2.25 GPA. A minimum 2.50 GPA 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.

PRE-MAJOR 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 pre-major program (e.g., pre-accounting, pre-business management, pre-computer information systems, pre-economics, pre-finance, pre-marketing, pre-operations management and pre-business).

Kent State Transfers: All other students (i.e., those who have one or more semester credit hours toward a degree) may apply at any time for admission as a pre-major. Students with a cumulative GPA of 2.50 or better at the time the decision is made will be admitted to a pre-major. Students with a cumulative GPA below 2.50 will **NOT** be admitted to the pre-major. Note: The cumulative GPA will reflect all graded coursework at Kent State.

Entering Transfers From Other Universities: First-semester transfers must have a 2.50 cumulative GPA for admission to the College of Business. The cumulative GPA reflects work at all institutions attended.

UNIFORM REQUIREMENTS

The following coursework is required by the College of Business Administration and will satisfy the Liberal Education Requirements (LER). The uniform requirements are the same for all pre-majors unless otherwise specifically indicated. Pre-major students are expected to follow the prescribed course of study in the freshman and sophomore years, consistent with LER of the university, the diversity requirement and the requirements of the College of Business Administration. Pre-major programs consist of 61 semester hours of required and elective coursework, which is designed to provide the students with a broad preparation in written and oral communication, social and basic sciences, the humanities and fine arts, mathematics, and introductory work in accounting, economics, computers, statistics, marketing, management and legal environment of business.

Pre-Major Program

This program applies to pre-accounting, pre-business management, pre-computer information systems, pre-economics, pre-finance, pre-marketing, pre-operations management and pre-business.

I. General College or University Requirements	11
US 10097 First Year Colloquium	1
II. Liberal Education Requirements	36-37
<i>A complete listing of Liberal Education Requirements (LER) courses are on Pages 85-87.</i>	
Composition	
ENG 11011 College Writing I	3
21011 College Writing II	3
<i>Note 1: For admission to all business majors, except economics, a minimum C (2.0) must be earned in ENG 11011 and 21011.</i>	
Mathematics and Critical Reasoning	
MATH 11010 Algebra for Calculus	3
<i>Note 1: For admission to all business majors, except economics, minimum C (2.0) grade must be earned in MATH 11010.</i>	
<i>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 11022 and 11012 or 12002 as a pre-economics requirement. Students should consult their academic advisor.</i>	
Humanities and Fine Arts	9
<i>Minimum one course in humanities category and minimum one course in fine arts category.</i>	
Social Sciences	
<i>Must be selected from two curricular areas.</i>	
ECON 22060 Principles of Microeconomics	3
Social sciences LER course	3

Note: Course must be chosen from anthropology, geography, political science, psychology or sociology. Business management majors must take PSYC 11762 General Psychology.

Basic Sciences 6-7

Must include one laboratory course.

Additional LER courses

COMM*15000 Introduction to Human Communication 3

ECON 22061 Principles of Macroeconomics 3

Diversity Requirement

Students must complete a two-course diversity requirement, consisting of one with a domestic focus and one with a global focus. One course must come from the LER; the second may be taken as a second LER, within the major or minor, or as a general 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. A complete list of diversity requirement courses is on Pages 89-91.

III. Business 24

BUS 10123 Exploring Business 3

M&IS 24053 Introduction 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 and Regulatory Environment of Business . . 3

MKTG 25010 Marketing 3

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

TOTAL	61-62
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* For admission to all business majors, except economics, minimum C (2.0) grade must be earned in COMM 15000.

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

Note 1: Any course offered as a choice under the LER may not be taken pass/fail even if the course is being used as a nonbusiness elective.

Note 2: 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. are 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 pre-major program, all pre-major 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 pre-major 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 minimum C (2.0) grade in COMM 15000, ENG 11011, ENG 21011, MATH 11010 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 (D [1.0] or higher unless otherwise specified, an S for University Orientation) in each of the required courses (or approved equivalents) in the pre-major 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:

Business Management: M&IS 24163

Finance: FIN 36053

Marketing: MKTG 25010

Operations Management: M&IS 34060

The accounting major requires a minimum C (2.0) and a 2.50 average in ACCT 23020 and 23021.

The computer information systems major requires a minimum 2.50 average in M&IS 24053, 24060 and 24070.

Note 2: The economics major requires a minimum overall GPA of 2.25 for admission to the major and satisfactory completion of MATH 11012 or MATH 12002 in the pre-major program.

Note 3: Marketing will allow admission of up to 150 students into the major only in the fall semester using a target GPA of at least 2.50. Admission is competitive.

Note 4: Students who receive credit for ENG 11011 and/or MATH 11010 via CLEP or Advanced Placement automatically satisfy the

minimum C (2.0) grade requirement for ENG 11011 and/or MATH 11010.

Note 5: Students whose COMPASS and ACT/SAT scores waive them from ENG 11011 and/or MATH 11010 automatically satisfy the minimum C (2.0) grade requirement for ENG 11011 and/or MATH 11010.

Note 6: Students who receive credit via CLEP or Credit-by-Exam for an introductory major course(s) automatically satisfy the minimum C (2.0) grade requirement for the introductory major course(s).

Note 7: Transferred course grades that are used to satisfy the core requirements (ENG, MATH, COMM and introductory major course) are taken into consideration for admission to the advanced program.

Note 8: Transfer students are required to have minimum 2.50 GPA for admission to the College of Business Administration. Their transfer GPA is used only for admission purposes, not for calculation of graduation GPAs. Students who want to transfer from another KSU college or school are required to have minimum 2.50 cumulative GPA.

Writing-Intensive Requirement

Students must complete a one-course writing-intensive requirement and earn minimum C (2.0) grade. A complete list of writing-intensive courses is on Pages 93-95.

IMPORTANT

Pre-major students who fail to meet the minimum 2.50 cumulative GPA requirement (for all business majors except economics) by completion of 60 semester hours are prohibited from registering for any 30000- or 40000-level business courses. Students should consult an academic advisor.

B.B.A. in Accounting

The Bachelor of Business Administration in Accounting 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 spe-

cialized programs provided by employers or through graduate studies.

PRE-MAJOR PROGRAM

(See Pages 238-239 for more details)

- I. **General College or University Requirements**1
- II. **Liberal Education Requirements**36-37
- III. **Business**24

ADVANCED BUSINESS PROGRAM

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

- IV. **General Business Requirements**12
 - ENG 30063 Business and Professional Writing3
 - FIN 36053 Business Finance3
 - M&IS 34060 Operations Management3
 - 44285 Integrated Business Policy and Strategy3

- V. **Mathematics**3-5
 - Choose from the following:3-5
 - MATH 11012 Intuitive Calculus (3)
 - 12002 Analytic Geometry and Calculus I (5)

- VI. **Business Requirements for Accounting**3
 - FIN 36072 Law of Commercial Transactions3

- VII. **Electives**16-18
 - 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.

Exceptions: Maximum 3 credit hours of physical education activity (PEB) courses and maximum 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. Non-business courses may be selected, provided there is minimum 6 credit hours in each of two different disciplines/departments. 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.

Note: Credit for ENG 11001 or MATH 10005 may apply only toward lower-division non-business electives.

- VIII. **Major Requirements**18
 - ACCT 33001 Corporate Accounting I3
 - 33004 Introduction to Accounting Systems3
 - 33010 Cost Accounting3
 - 33012 Corporate Accounting II3
 - * 43010 Principles of Auditing and Control3
 - 43031 Income Taxation3

- IX. **Major Electives**6
 - Choose from the following:6
 - ACCT 43013 Advanced Management Accounting (3)
 - 43014 Advanced Accounting Systems (3)

- 43020 Corporate Accounting III (3)
- 43033 Income Taxation II (3)
- 43034 Nonprofit Accounting and Auditing (3)
- 43092 Accounting Internship (3)
- 43095 Special Topics: Accounting (3)
- 43096 Individual Investigation (3)

X. Writing-Intensive Requirement

TOTAL	121-122
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*Course fulfills writing-intensive requirement.

Requirements to be admitted as an accounting major:

- Satisfactory completion of 46 semester hours applicable to the pre-accounting major
- Minimum 2.50 cumulative GPA
- Minimum C (2.0) grade is required in COMM 15000, ENG 11011, ENG 21011, and MATH 11010 (or placement out of ENG 11011 and/or MATH 11010)
- Minimum C (2.0) grade and 2.50 GPA in ACCT 23020 and ACCT 23021 (or equivalent.)

Requirements to graduate with a B.B.A. in accounting:

- Minimum 2.50 cumulative GPA
- Minimum 2.50 GPA in major

The following policies are in effect for accounting majors:

- Minimum C (2.0) grade is required in the four junior-level accounting courses to progress to the senior-level courses.
- Normally, an accounting major course can be repeated only once.
- Students may repeat only a course in which C+ (2.30) grade or lower was earned.
- Only three accounting major courses (ACCT 3/43000) can be repeated and counted toward the accounting major. All attempts will count in the computation of the major, upper-division business and cumulative GPAs.
- 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 courses (ACCT 3/43000). 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.

B.B.A. in Business Management

The Bachelor of Business Administration in Business Management 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.

PRE-MAJOR PROGRAM

(See Pages 238-239 for more details)

- I. **General College or University Requirements**1
- II. **Liberal Education Requirements**36-37
- III. **Business**24

ADVANCED BUSINESS PROGRAM

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

- IV. **General Business Requirements**12
 - ENG 30063 Business and Professional Writing3
 - FIN 36053 Business Finance3
 - M&IS 34060 Operations Management3
 - 44285 Integrated Business Policy and Strategy3
- V. **Mathematics**3-5
 - Choose from the following:3-5
 - MATH 11012 Intuitive Calculus (3)
 - 12002 Analytic Geometry and Calculus I (5)
- VI. **Electives**13-15

Students may take or use any course from any non-business department at any level as long as a minimum of 6 credit hours in each of two disciplines/departments and the minimum 39-credit-hour requirement for upper-division courses is satisfied for graduation with a B.B.A. A minor (business or non-business) is encouraged.

*Exceptions: Maximum 3 credit hours of physical education activity (PEB) courses and maximum 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 11001 or MATH 10005 may apply only toward lower-division non-business electives.*

VII. Major Requirements 9

M&IS 34165 Dynamics of Leadership 3
34180 Human Resource Management 3
* 44150 Total Quality Management 3

VIII. Major Electives 21

Choose one course from each of the six areas: 18

Accounting

ACCT 33061 Financial Reporting (3)
33063 Cost Control (3)

Economics

ECON 32025 Money, Credit and Banking (3)
32070 Labor Problems (3)
32082 Introduction 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)

Finance

FIN 36058 The Financial System (3)
** 36059 Investments (3)
** 36063 Individual Investment Analysis and Strategies (3)

Management and Information Systems

M&IS 34054 Using Information Systems for Solving
Business Problems (3)
34185 Individual and Group Behavior (3)
44091 Seminar: HRM (3)
44096 Individual Investigation in Management (3)
44183 Developing and Training Human Resources
in Organizations (3)

Marketing

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)

Psychology

PSYC 31773 Industrial Psychology (3)
41282 Personality (3)

41532 Social Psychology (3)

Additional FIN, M&IS or MKTG course, selected from above 3

IX. Writing-Intensive Requirement

TOTAL 121-122

**Course fulfills the writing-Intensive requirement.*

***Students can take only FIN 36059 or FIN 36063, not both, for credit toward their major.*

Requirements to be admitted as a business management major:

- Satisfactory completion of 46 semester hours applicable to the pre-business management major
- Minimum 2.50 cumulative GPA
- Minimum C (2.0) grade in COMM 15000, ENG 11011, ENG 21011, and MATH 11010 (or placement out of ENG 11011 and/or MATH 11010)
- Minimum C (2.0) grade in M&IS 24163

Requirements to graduate with a B.B.A. in business management:

- Minimum 2.50 cumulative GPA
- Minimum 2.50 GPA in major

B.B.A. in Computer Information Systems

The Bachelor of Business Administration in Computer Information Systems 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 24070.

PRE-MAJOR PROGRAM

(See Pages 238-239 for more details)

- I. **General College or University Requirements**1
- II. **Liberal Education Requirements**36-37
- III. **Business**24

ADVANCED BUSINESS PROGRAM

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

- IV. **General Business Requirements**12
 - ENG 30063 Business and Professional Writing3
 - FIN 36053 Business Finance3
 - M&IS 34060 Operations Management3
 - 44285 Integrated Business Policy and Strategy3
- V. **Mathematics**3-5
 - Choose from the following:3-5
 - MATH 11012 Intuitive Calculus (3)
 - 12002 Analytic Geometry and Calculus I (5)
- VI. **Non-Business Electives**13-15

Students may take or use any course from any non-business department at any level as long as a minimum of 6 semester credit hours in each of two disciplines/departments and the minimum 39-hour requirement for upper-division courses is satisfied for graduation with a B.B.A. A minor (business or non-business) is encouraged.

Exceptions: Maximum 3 credit hours of physical education activity (PEB) courses and maximum 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 11001 or MATH 10005 may apply only toward lower-division non-business electives.

- VII. **Major Requirements**15
 - M&IS* 24060 Systems Analysis I3
 - * 24070 Principles of Systems Development3
 - 44042 Telecommunications and Networking3
 - 44043 Data Base Management Systems3
 - ** 44048 Software Integration3
- VIII. **Major Electives**15
 - Choose from the following:15
 - 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)
- IX. **Writing-Intensive Requirement**

	TOTAL	121-122
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*Permission required prior to registration for M&IS 24060 and 24070.

**Course fulfills writing-intensive requirement.

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

Requirements to be admitted as a computer information systems major:

- Satisfactory completion of 46 semester hours applicable to the pre-computer information systems major
- Minimum 2.50 cumulative GPA
- Minimum C (2.0) grade in COMM 15000, ENG 11011, ENG 21011 and MATH 11010 (or placement out of ENG 11011 and/or MATH 11010)
- A 2.50 average in M&IS 24053, 24060 and 24070

Requirements to graduate with a B.B.A. in computer information systems:

- Minimum 2.50 cumulative GPA
- Minimum 2.50 GPA in major

B.B.A. in Economics

A Bachelor in Business Administration 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.

PRE-MAJOR PROGRAM

(See Pages 238-239 for more details)

- | | |
|---|-------------|
| I. General College or University Requirements | 1 |
| II. Liberal Education Requirements | 36-37 |
| III. Business | 24 |

ADVANCED BUSINESS PROGRAM

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

- | | |
|---|-------------|
| IV. 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 |
| V. Mathematics | 3-5 |
| Choose from the following: | 3-5 |
| MATH 11012 Intuitive Calculus (3) | |
| 12002 Analytic Geometry and Calculus I (5) | |
| VI. Electives | 19-21 |

Students may take or use any course from any non-business department at any level as long as a minimum of 6 semester credit hours in each of two disciplines/departments and the minimum 39-credit-hour requirement for upper-division courses is satisfied for graduation with a B.B.A. A minor (business or non-business) is encouraged.

Exceptions: Maximum 3 credit hours of physical education activity (PEB) courses and maximum 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 11001 or MATH 10005 may apply only toward lower-division non-business electives.

VII. Major Requirements 12

- | | |
|---|---------|
| ECON 32040 Intermediate Microeconomic Theory and Applications | 3 |
| 32041 Intermediate Macroeconomic Theory and Policy | 3 |
| 32050 Applied Econometrics | 3 |
| * 42191 Senior Seminar in Economics | 3 |

VIII. Major Electives 12

Select from 30000-40000-level economics courses with the approval of the undergraduate advisor in the Department of Economics.

IX. Writing-Intensive Requirement

TOTAL	121-122
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*Course fulfills writing-intensive requirement.

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 24056 and ECON 32050, with departmental approval.

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

Requirements to be admitted as an economics major:

- Satisfactory completion of 46 semester hours applicable to the pre-economics major
- Minimum 2.25 cumulative GPA

Requirements to graduate with a B.B.A. in economics:

- Minimum 2.25 cumulative GPA
- Minimum 2.25 GPA in major

B.B.A. in Finance

The Bachelor of Business Administration in Finance is designed to provide students with an academic background appropriate for entry into a financial career, including financial management, investments, banking/financial institutions, risk/insurance, real estate and related areas. The courses are designed to provide students with an understanding of the relationship between business finance and the economic system in the context of managerial analysis and decision making.

PRE-MAJOR PROGRAM
(See Pages 238-239 for more details)

I. General College or University Requirements 1

II. Liberal Education Requirements 36-37

III. Business 24

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

IV. 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

V. Mathematics 3-5

Choose from the following: 3-5

MATH 11012 Intuitive Calculus (3)

12002 Analytic Geometry and Calculus I (5)

VI. Electives 19-21

Students may take or use any course from any non-business department at any level as long as a minimum of 6 semester hours in each of two disciplines and the minimum 39-hour requirement for upper-division courses is satisfied for graduation with a B.B.A. A minor (business or non-business) is encouraged. Exceptions: Maximum 3 credit hours of physical education activity (PEB) courses and maximum 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 11001 or MATH 10005 may apply only toward lower-division non-business electives.

VII. Major Requirements 15

FIN 36054 Intermediate Business Finance 3

36058 The Financial System 3

36059 Investments 3

* 46059 Financial Policy 3

46064 International Business Finance 3

VIII. Major Electives 9

Choose from the following: 9

ACCT 33061 Financial Reporting Issues and Analysis (3)

33063 Cost Control and Analysis for Management (3)

FIN 36061 Real Estate Principles (3)

36081 Principles of Insurance (3)

46054 Financial Risk Management (3)

46055 Options and Future Markets (3)

46067 Portfolio Analysis (3)

46068 Financial Management of Commercial Banks (3)

46096 Individual Investigation in Finance (3)

46192 Internship in Finance (3)

IX. Writing-Intensive Requirement

TOTAL	121-122
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* Course fulfills writing-intensive requirement.

Requirements to be admitted as a finance major:

- Satisfactory completion of 46 semester hours applicable to the pre-finance major
- Minimum 2.50 cumulative GPA
- Minimum C (2.0) grade in COMM 15000, ENG 11011, ENG 21011, and MATH 11010 (or placement out of ENG 11011 and/or MATH 11010)
- Minimum C (2.0) grade in FIN 36053

Requirements to graduate with a B.B.A. in finance:

- Minimum 2.50 cumulative GPA
- Minimum 2.50 GPA in major

While the finance major does not require specific options or concentrations, it is suggested that students who have career interests in the areas listed below choose electives from the groups indicated:

FINANCIAL MANAGEMENT

ACCT 33061*, 33063*, FIN 46054, 46055, 46067

INVESTMENTS

FIN 46054, 46055*, 46067*, ACCT 33061

BANKING / FINANCIAL INSTITUTIONS

ACCT 33061*, FIN 36061, 46054, 46055, 46067

* strongly recommended

B.B.A. in Marketing

The Bachelor of Business Administration in Marketing 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.

PRE-MAJOR PROGRAM

(See Pages 238-239 for more details)

I. General College or University Requirements	1
II. Liberal Education Requirements	36-37
III. Business	24

ADVANCED BUSINESS PROGRAM

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

IV. 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

V. Mathematics	3-5
Choose from the following:	3-5
MATH 11012 Intuitive Calculus (3)	
12002 Analytic Geometry and Calculus I (5)	

VI. Electives	19-21
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Students may take or use any course from any non-business department at any level as long as a minimum of 6 semester hours from each of two different disciplines/departments and the minimum 39-hour requirement for upper-division courses is satisfied for graduation with a B.B.A. A minor (business or non-business) is encouraged.

Exceptions: Maximum 3 credit hours of physical education activity (PEB) courses and maximum 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 11001 or MATH 10005 may apply only toward lower-division non-business electives.

VII. Major Requirements	24
MKTG*35011 Marketing Tools	3
** 35021 Research for Marketing Decisions	3
*** 35023 Customer Analysis	3
** 35024 Hands-On Technology Enhancement Laboratory	1
** 35026 Decision-Making Skill Enhancement Laboratory	1
*** 45010 Promotion Management	3
*** 45020 Competitive Market Analysis	3
*** 45026 Personal Selling Methods and Practices Lab	1
** 45030 Channel Management	3
Choose from the following	3
** 45040 Integrated Marketing Strategy (3)	
** 45050 Entrepreneurship (3)	

VIII. Writing-Intensive Requirement

TOTAL 121-122

* Course fulfills writing-intensive requirement, offered only in the fall semester.

** Course available spring semester only

*** Course available fall semester only

The following policies are in effect for marketing majors:

- Students are admitted into marketing major in fall semester only.
- Admission of maximum 150 students into the marketing major each fall semester, using a target GPA of 2.50.
- 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.
- 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.
- Normally a marketing major course can be repeated only once. Exceptions require the approval of the department chair and the assistant dean for the College of Business Administration.
- Only three marketing major (3/45000) courses can be repeated and counted toward the marketing major. Exceptions require the approval of the department chair. All attempts will count in the computation of the major, upper-division business and cumulative GPAs.
- Should students not obtain a C (2.0) grade 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 3 credit hours under MKTG 45292 requires students to work 12-15 hours per week for approximately 10 weeks in a marketing-related position. The responsibilities, supervision and training provided 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, students may take MKTG 45292 to partially or completely fulfill the business elective requirement.

B.B.A. in Operations Management

Operations management is concerned with the efficient management of the production and delivery of goods and services for the customer in all organizations, ranging from modern manufacturing to administration of hospitals and other not-for-profit

enterprises. The operations management curriculum is hands-on and primarily designed to cater to the needs of the small- to medium-sized enterprises (SME), which create most of the jobs that drive the economy. Students graduating from this major should be able to make significant contributions to these SMEs, either individually or in a team setting. Operations is the core of any business, and courses in this major provides students with a balanced mix of skills in the areas of analytical tools, management, human relations and computer use for effective decision making. Graduates may therefore expect to find employment in supervisory and managerial positions in both manufacturing and service industries. Some areas of emphasis include quality, project, supply chain and materials management as well as operations scheduling.

PRE-MAJOR PROGRAM

(See Pages 238-239 for more details)

- I. **General College or University Requirements** 1
- II. **Liberal Education Requirements** 36-37
- III. **Business** 24

ADVANCED BUSINESS PROGRAM

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

- IV. **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
- V. **Mathematics** 3-5
 - Choose from the following: 3-5
 - MATH 11012 Intuitive Calculus (3)
 - 12002 Analytic Geometry and Calculus I (5)
- VI. **Non-Business Electives** 19-21

Students may take or use any course from any non-business department at any level as long as a minimum of 6 semester hours in each of two different disciplines/departments and the minimum 39-hour requirement for upper-division courses is satisfied for graduation with a B.B.A. A minor (business or non-business) is encouraged.

Exceptions: Maximum 3 credit hours of physical education activity (PEB) courses and maximum 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 11001 or MATH 10005 may apply only toward lower-division non-business electives.

- VII. **Major Requirements** 21
 - ACCT 33063 Cost Control and Analysis for Management 3
 - M&IS 34059 Service Operations Management 3
 - (alternate fall semester only)
 - 34064 Manufacturing Resource Planning 3
 - (spring semester only)
 - 34065 Quality Assurance 3
 - (spring semester every other year)
 - 44061 Operations Management and Control 3
 - (fall semester only)
 - 44062 Supply Chain Management (fall semester only) . . 3
 - * 44065 Strategies in Production and Operations Management (spring semester only) 3
- VIII. **Major Elective** 3
 - M&IS 34055 Computer Decision Modeling 3
 - (alternate fall semester only)
- IX. **Writing-Intensive Requirement**

	TOTAL	121-122
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* Course fulfills writing-intensive requirement.

Operations management courses are not offered every semester. It is, therefore, the students' responsibility to take the courses when scheduled. Unless for extenuating circumstances, no substitutes will be made for courses not taken when they were scheduled.

Students are advised to use the companion operations management scheduling sheet when registering to ensure that they are taking the courses as scheduled and to improve their chances of graduating in a timely manner.

The courses have minimal prerequisites and most can be taken concurrently at either the junior or senior level.

Many advanced operations management courses are offered only once per academic year, while others are offered in alternate years. Therefore, it is imperative that students register for these courses before registering for others with more scheduling flexibility. Furthermore, students are advised to plan ahead and consult the current schedule planner and the operations management faculty advisor in the Department of Management and Information Systems before registering for courses.

Requirements to be admitted as an operations management major:

- Satisfactory completion of 46 semester hours applicable to the pre-operations management major
- Minimum 2.50 cumulative GPA

- Minimum C (2.0) grade in COMM 15000, ENG 11011, 21011 and MATH 11010 (or placement out of ENG 11011 and/or MATH 11010)
- Minimum C (2.0) grade in M&IS 34060

Requirements to graduate with a B.B.A. in operations management:

- Minimum 2.50 cumulative GPA
- Minimum 2.50 GPA in major

MINORS

Accounting Minor

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	Introduction to Financial Accounting	3
23021	Introduction 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	Introduction to Computer Applications	3
TOTAL		21

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

Requirements for declaration of the accounting minor:

- Officially declared major (not pre-major, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration
- Minimum 60 semester hours completed
- Minimum 2.50 cumulative GPA
- Minimum C (2.0) grade and 2.50 average GPA in (all attempts) ACCT 23020 and 23021

Graduation requirement: 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 Minor

The business minor provides students with exposure to a basic core of business courses. Students 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	Introduction to Financial Accounting	3
23021	Introduction 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 from the following:		3
CS 10061	Introduction to Computer Programming (3)	
M&IS 24053	Introduction to Computer Applications (3)	
TOTAL		24

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

Requirements for declaration of the business minor:

- Officially declared major (not pre-major, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration
- Minimum 60 semester hours completed
- Minimum 2.50 cumulative GPA

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

Note 1: 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 2: 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 24056).

Note 3: The AACSB accreditation standards prohibit nonbusiness majors from taking more than 25 percent of their degree requirements in business courses. Therefore, maximum 32 semester credit hours may be counted toward stated degree requirements.

Computer Information Systems Minor

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 information 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.

Required Courses	12
M&IS 24053 Introduction to Computer Applications	3
* 24060 Systems Analysis I	3
* 24070 Principles of Systems Development	3
34053 Data Integration	3
Electives	6
Choose 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

**Students need permission prior to registering for M&IS 24060 and 24070.*

Requirements for declaration of the computer information systems minor:

- Officially declared major (not pre-major, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration
- Minimum 60 semester hours completed
- Minimum 2.50 cumulative GPA.

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

Note 1: 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 2: CIS minors may use non-CIS courses as minor electives with permission. Please meet with a faculty CIS advisor to pursue this option.

Note 3: 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.

Note 4: The following Regional Campus courses will be counted toward this minor only if students satisfy College of Business Administration validation requirements. Students should see an advisor either in the Undergraduate Programs Office or at the Regional Campus.

COMT Course	When A (4.0) or B (3.0) Earned	Counts for Course
COMT 21005	M&IS 44043	M&IS 34032

Economics Minor

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
22061	Principles of Macroeconomics	3
	Economics upper-division electives*	9
	Choose from the following:	3
ECON 32040	Intermediate Microeconomic Theory and Applications (3)	
32041	Intermediate Macroeconomic Theory and Policy (3)	
TOTAL		18

*Electives may include ECON 32040 or 32041, if not selected above, chosen with the approval of the students' advisor

Requirements for declaration of the economics minor:

- Officially declared major (not pre-major, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration
- Minimum 30 semester hours completed
- Minimum 2.00 cumulative GPA

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

Note 1: It is highly recommended that students electing the economics minor complete at least one mathematics course at the MATH 11010 level or higher before registering for upper-division economics courses.

Note 2: 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.

Entrepreneurship Minor

The entrepreneurship minor is available to all majors of the university. Entrepreneurship is more than a set of tools and techniques for starting and growing a business. It's a mindset, a creative way of looking at opportunities. It's passion: doing what one loves. Entrepreneurship is about challenge, persistence and creating wealth. It is about operating a business, whether one owns it or not.

The entrepreneurship minor offers students the opportunity to explore entrepreneurship regardless of their academic major.

This minor is designed to bring an entrepreneurial perspective to their major field of study. Students are immersed in the entrepreneurial process through coursework, entrepreneurial projects and exposure to many entrepreneurs in the community. Students are prepared for the various aspects of starting a business, acquiring a business, corporate entrepreneurship or working for a small business.

This minor is open to 100 students at any given time, with maximum 30 of the top applicants being accepted into the program each year. Students apply for the minor and complete a personal interview for consideration. The core competencies of an entrepreneur generally vary among high-GPA students. Administrators target emerging entrepreneurs who have the drive, ambition and passion to succeed. This does not necessarily correlate with GPA, but recognizes that education is critical to future success.

Requirements **.22**

ACCT 23020	Introduction to Financial Accounting	.3
BUS 20195	Special Topics: Speaker's Series	.1
20456	Introduction to Entrepreneurship	.3
ECON 22060	Principles of Microeconomics	.3
22061	Principles of Macroeconomics	.3
FIN 36053	Business Finance	.3
MKTG 25010	Marketing	.3
45091	Seminar: Entrepreneurship	.3

Elective **.3**

Choose from the following:		.3
BUS 30195	Special Topics: Entrepreneurship (1-3)	
40192	Internship in Business (3)	
40195	Special Topics: Entrepreneurship (1-3)	
FIN 46295	Special Topics: Entrepreneurial Finance (3)	
FD&M 35280	Fashion Entrepreneurship (3)	
TECH 43060	Management of Technology Innovation (3)	

TOTAL **25**

Requirements for declaration of the entrepreneurship minor:

- Officially declared major.
- Minimum 60 semester hours completed
- Completion of a 300-350-word paper on "How I will benefit from a minor in entrepreneurship." The top candidates then complete a personal interview for final selection into the minor.

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

Finance Minor

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.

Requirements	15
ACCT 23020 Introduction to Financial Accounting	3
ECON 22060 Principles of Microeconomics	3
22061 Principles of Macroeconomics	3
FIN 36053 Business Finance	3
36054 Intermediate Business Finance	3
Electives	9
Choose from the following	9
FIN 36058 The Financial System (3)	
36059 Investments (3)	
36061 Real Estate Principles (3)	
36081 Principles of Insurance (3)	
46054 Financial Risk Management (3)	
46064 International Business Finance (3)	
46068 Financial Management of Commercial Banks (3)	
TOTAL	24

Requirements for declaration of the finance minor:

- Officially declared major (not pre-major, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration
- Minimum 60 semester hours completed
- Minimum 2.50 cumulative GPA.

Graduation requirement: 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 Minor

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 become line managers and need to implement HR policies as they hire and manage the performance of their employees, students who become entrepreneurs and need a fundamental knowledge of HRM to run their companies more effectively, and students who become members of not-for-profit organizations and need to understand the basics of HRM because they rarely are 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 are 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.

Requirements	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
** 44195 Advanced Topics in Human Resource Management	3
Electives	3
Choose from the following	3
M&IS 34165 Dynamics of Leadership (3)	
34185 Individual and Group Behavior (3)	
TOTAL	24

- * Course offered fall semester only.
- ** Course offered spring semester only.

Requirements for declaration of the human resource management minor:

- Officially declared major (no pre-majors, general or undeclared)
- Minimum 60 semester hours completed
- Minimum 2.75 cumulative GPA

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

Note 1: Students should plan on four semesters to complete this minor due to sequencing and availability of courses.

Note 2: 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 Minor

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.

Requirements 0-11

Courses on 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 completion of the Intermediate I level of a foreign language.)

Required sophomore- and junior-level business core 18

ACCT 23020	Financial Accounting	3
BUS 30234	International Business	3
ECON 22060	Principles of Microeconomics	3
	22061 Principles of Macroeconomics	3
FIN 36053	Business Finance	3
MKTG 25010	Marketing	3

Major Electives 3

Choose from the following: 3			
ECON 42075	International Economic Relations (3)		
FIN 46064	International Business Finance (3)		
MKTG 45060	International Marketing (3)		

Electives 3

Choose from the following: 3			
International Study Experience OR			
a second foreign language OR			
COMM 35852	Intercultural Communication (3)		
ECON 32075	Introduction to International Trade (3)		

GEOG 17063	World Geography (3)		
37040	Geography of Africa (3)		
37050	Geography of Russia and the Commonwealth of Independent States (3)		
37066	Geography of Europe (3)		
37070	Geography of East and Southeast Asia (3)		
37079	Geography of South Asia (3)		
37084	Geography of South America (3)		
37085	Geography of Central America and Mexico (3)		
HIST 31140	Modern Latin America (3)		
41114	Economic History of East Asia in Modern Times (3)		
41116	History of Japan (3)		
POL 10004	Comparative Politics (3)		
10500	World Politics (3)		
30511	Problems of International Organization (3)		
30550	Latin American Politics (3)		
30551	U.S.-Latin American Relations (3)		
30820	International Organization and Law (3)		
40830	U.S. Foreign Policy (3)		

TOTAL	24-35
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Requirements for declaration of the international business minor:

- Officially declared major (not pre-major, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration
- Minimum 60 semester hours completed
- Minimum 2.50 cumulative GPA

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

Note 1: 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 2: 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.

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

Note 3: Satisfaction of all course prerequisites is required.

Management Minor

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.

Requirements	12
ACCT 23020 Introduction to Financial Accounting	3
M&IS 24163 Principles of Management	3
34165 Dynamics of Leadership	3
34180 Human Resources Management	3

Electives **12**
Choose from the following based on students' major.

Business Majors:

Maximum one course from each curricular area.

COMM 20001 Interpersonal Communication (3)	
25863 Business and Professional Communication (3)	
35864 Organizational Communication (3)	
ENG 30064 Argumentative Prose Writing (3)	
30065 Expository Prose Writing (3)	
M&IS 34054 Using IS for Business Problems (3)	
34185 Individual and Group Behavior in Organizations (3)	
PSYC 31773 Industrial Psychology (3)	
41282 Personality (3)	
41532 Social Psychology (3)	

Non-Business Majors:

Maximum one course from each curricular area.

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 management minor:

- Officially declared major (not pre-major, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration
- Minimum 60 semester hours completed
- Minimum 2.50 cumulative GPA among the top students who apply.

Graduation requirement: 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 Minor

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 Management	3
45046 Personal Selling and Sales Management	3
45060 International Marketing	3
TOTAL	21

Requirements for declaration of the marketing minor:

- Officially declared major (not pre-major, general, undeclared or exploratory); however, advising is available and recommended anytime prior to declaration
- Minimum 60 semester hours completed
- Minimum 2.50 cumulative GPA

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

Note 1: 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 2: Marketing courses required for the minor are 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 Minor

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).

Requirements 12

Choose one option: 12

Aerospace Studies Option

- ASTU 30101 Leadership Studies I (3)
 30102 Leadership Studies II (3)
 40101 Defense Studies I (3)
 40102 Defense Studies II (3)

Military Science Option

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

Electives 12

Electives from other academic programs must be approved by the College of Business Administration faculty advisor. These courses must be in addition to college General Requirements (including LER) and major requirements. Minimum 6 credit 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)
 POL 30301 Introduction to Public Administration (3)
 PSYC 30821 Psychology of Motivation (3)
 SOC 42564 Bureaucratic Organizations (3)

TOTAL 24

CERTIFICATE PROGRAM

Leadership Certificate

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 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 Workshop: Learning to Lead 3
 Electives. 9

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

*Workshop is a week-long residential experience offered during the semester break periods.

Additional requirements for the leadership certificate:

- 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).
- Attendance of 30 hours 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.

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.

The Arts

The following minors within the College of the Arts are available to all undergraduate students at Kent State University. Please see Pages 126-127 for program requirements.

Art History
Crafts
Dance*
Music*
Studio Art
Theatre

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

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 207-230 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
Geographic Information Science
Geography
Geology
German
German Studies
Greek
Health Care Ethics
Hellenic Studies
History
Jewish Studies
Justice Studies
Latin
Latin American Studies
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
Web Design and Programming
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 263-265 for program requirements.

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

Education, Health, and Human Services

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 342-345 for program requirements.

Athletic Coaching
 Community Health Education
 Family, Food and Nutritional Studies
 Gerontology
 Hospitality Management
 Human Sexuality
 Recreation and Park Management
 Sport Administration
 Sports Medicine
 Tourism Management

Technology

The following minors within the College of Technology are available to all undergraduate students at Kent State University. Please see Pages 375-376 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 CHAPTER OF APICS: THOMAS KELTY SCHOLARSHIP—Presented annually to an outstanding junior majoring in operations management.

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.

BRIAN KENT MEMORIAL SCHOLARSHIP IN ECONOMICS—Presented to a senior economics major.

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.

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.

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.

R. ELAINE WYLIE HAUGHT AND MARVIN B. HAUGHT SCHOLARSHIP—Awarded annually to a College of Business Administration major.

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

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.

APICS: EDUCATION SOCIETY FOR RESOURCE MANAGEMENT—Student chapter. 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 J. Burke, Senior Vice President, Investments, Ferris Baker Watts, Inc., Cleveland, Ohio.

Jack Crews, President, BTE Enterprises Company, LLC, Kent, 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, Consultant, Titan International, Stow, Ohio.

Mary Christine Jackman, Director of Investments, Maryland State Treasury Office, Annapolis, MD.

Steven C. Karzmer, Attorney at Law, Calfee, Halter and Griswold LLP, Columbus, 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., Downers Grove, Illinois.

Joseph T. Kubic, President, AdCom Communications Inc., Cleveland, Ohio.

Nobby Lewandowski, CPA, Lewandowski & Co., Medina, Ohio.

James A. Lisy, Sr., Managing Director, Corporate Finance Group, Cohen & Company, LTD, Cleveland, Ohio.

John Loulan, Principal, NXP Consulting, LLC, Richfield, Ohio.

David W. McCauley, President, LSI Graphic Solutions Plus, North Canton, Ohio.

Lee A. McMannis, President, Aftermarket Performance by Design, LLC, Hudson, Ohio.

Stanley R. Miller, President, NAACP—Cleveland Chapter, Cleveland, Ohio.

Douglas C. Mory, Relationship Manager, First Merit Bank, Cleveland, Ohio.

Stuart D. Neidus, Chairman and CEO, Anthony and Sylvan Pools, Mayfield Village, Ohio.

James Pazderak, President, Covenant Financial Group, Westlake, Ohio.

Stephen K. Pollock (Retired), former Vice President of Finance, The Hoover Company, Massillon, 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, Consultant, Austin Powder Holdings Company, Beachwood, Ohio.

R. Drew Sellers, CIO, Life Line Screening, Cleveland, Ohio.

Kenneth J. Sidon, President, Antares Management Solutions, Beachwood, Ohio.

Lee A. Trotter Jr., Deputy County Administrator, Board of Cuyahoga County Commissioners, Cleveland, Ohio.

Frank Vaughn (Retired), former President, The Hoover Co., Aurora, Ohio.

Curtis J. Zamec, CEO, Wilbert Inc., Broadview, Illinois.

