

# BUSINESS MANAGEMENT - B.B.A.

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

## About This Program

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

## Contact Information

- **Steven A. Dennis** | sdenni14@kent.edu | 330-672-2426
- Speak with an Advisor
  - Ashtabula Campus
  - Geauga Campus
  - Kent Campus
  - Salem Campus
  - Stark Campus
  - Trumbull Campus
  - Tuscarawas Campus
- Chat with an Admissions Counselor: Kent Campus | Regional Campuses

## Program Delivery

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

## Examples of Possible Careers and Salaries\*

### General and operations managers

- 5.8% faster than the average
- 2,486,400 number of jobs
- \$103,650 potential earnings

### Management analysts

- 10.7% much faster than the average
- 876,300 number of jobs
- \$87,660 potential earnings

### Project management specialists and business operations specialists, all other

- 5.9% faster than the average
- 1,361,800 number of jobs
- \$77,420 potential earnings

### Sales managers

- 3.5% about as fast as the average
- 433,800 number of jobs
- \$132,290 potential earnings

### Transportation, storage, and distribution managers

- 3.5% about as fast as the average
- 139,400 number of jobs
- \$96,390 potential earnings

## Accreditation

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

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

## Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

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

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

**International Students:** All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score or minimum 48 PTE Academic score, or by completing the ELS level 112 Intensive Program.

For more information, visit the admissions website for international students.

**Transfer Students:** Students who have attended any other educational institution after graduating from high school must apply as undergraduate transfer students. For more information, visit the admissions website for transfer students.

**Former Students:** Former Kent State students or graduates who have not attended another college or university since Kent State may complete the reenrollment or reinstatement form on the University Registrar's website.

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

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

**Transfer Student:** A minimum 2.000 overall GPA is required for admission into the major. Students who have previously attended Kent State and have completed (or the equivalent of) COMM 15000, ENG 21011, MATH 11010 and MGMT 24163 must have earned a minimum C grade in the courses.

## Program Requirements

### Major Requirements

Code	Title	Credit Hours
<b>Major Requirements (courses count in major GPA)</b>		
BA 44152	PROJECT MANAGEMENT (min C grade)	3
HRM 34180	HUMAN RESOURCE MANAGEMENT (min C grade)	3
MGMT 34165	DYNAMICS OF LEADERSHIP (min C grade in either course) <sup>1</sup>	3
or MGMT 34175	LEARNING TO LEAD	
MGMT 34185	ORGANIZATIONAL BEHAVIOR (min C grade)	3
MGMT 44163	GLOBAL BUSINESS MANAGEMENT (WIC) (min C grade) <sup>2</sup>	3
MGMT 44392	BUSINESS CONSULTING AND PRACTICUM (ELR) (min C grade)	3
Major Electives, choose from the following: (min C grade) 6		
BA 44062	SUPPLY CHAIN MANAGEMENT	
BUS 30189	INTERNATIONAL BUSINESS EXPERIENCE (DIVG) (ELR)	
or MGMT 44189	INTERNATIONAL MANAGEMENT EXPERIENCE (DIVG) (ELR)	
CIS 34054	USING INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES FOR SOLVING BUSINESS PROBLEMS	
MGMT 34164	ORGANIZATIONAL MENTORING	
MGMT 34165	DYNAMICS OF LEADERSHIP <sup>1</sup>	
or MGMT 34175	LEARNING TO LEAD	
MGMT 44009	THE BUSINESS CASE FOR SUSTAINABILITY	
MGMT 44192	INTERNSHIP IN MANAGEMENT (ELR)	
College Electives, choose from the following: <sup>3,4</sup> 6		
ACCT 33063	COST CONTROL AND ANALYSIS FOR MANAGEMENT <sup>4</sup>	
ECON 32082	INTRODUCTION TO MANAGERIAL ECONOMICS	
FIN 36040	PERSONAL FINANCIAL PLANNING	
MKTG 45046	PROFESSIONAL SELLING	
<b>Additional Requirements (courses do not count in major GPA)</b>		

ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BA 24056	BUSINESS ANALYTICS I <sup>7</sup>	3
BA 34060	OPERATIONS MANAGEMENT	3
BA 34156	BUSINESS ANALYTICS II	3
BUS 10123	EXPLORING BUSINESS <sup>5</sup>	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
CIS 24053	INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL) (min C grade)	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
FIN 26074	LEGAL ENVIRONMENT OF BUSINESS	3
FIN 36053	BUSINESS FINANCE	3
MATH 11010	ALGEBRA FOR CALCULUS (KMCR) (min C grade)	3
MATH 11012	INTUITIVE CALCULUS (KMCR) <sup>6</sup>	3-5
or MATH 12002	ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	
MGMT 24163	PRINCIPLES OF MANAGEMENT (min C grade)	3
MGMT 44285	STRATEGIC MANAGEMENT	3
MKTG 25010	PRINCIPLES OF MARKETING	3
UC 10001	FLASHES 101	1
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Composition <sup>8</sup>		6
Kent Core Humanities and Fine Arts (minimum one course from each)		9
Kent Core Social Sciences (must be from two disciplines)		3
Kent Core Basic Sciences (must include one laboratory)		6-7
General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) <sup>9</sup>		10
<b>Minimum Total Credit Hours:</b>		<b>120</b>

<sup>1</sup> Students can receive credit for both MGMT 34165 and MGMT 34175.

<sup>2</sup> A minimum C grade is required to fulfill the writing intensive requirement.

<sup>3</sup> Students who study abroad may use BUS 30234 as a college elective for the major.

<sup>4</sup> Students who change their major from Accounting to Business Management, or who have declared both the Accounting and Business Management majors or have declared the Accounting minor, may substitute ACCT 33010 in place of ACCT 33063.

<sup>5</sup> A student changing to a program in the college, transferring, or incoming students with college credits may be waived out of BUS 10123 if:

- 30 or more credit hours have been earned and any two classes (from ACCT 23020, ACCT 23021, CIS 24053, FIN 26074, MGMT 24163 or MKTG 25010) have successfully been completed.
- 60 or more credit hours have been earned and the student has successfully completed one course (from ACCT 23020, ACCT 23021, FIN 26074, MGMT 24163, MKTG 25010 or CIS 24053)
- At the discretion of the dean's office, the student has sufficient breadth and depth of knowledge in a business field (as demonstrated by a CLEP score or Credit by Exam) but does not meet the requirements listed above.

<sup>6</sup> Students can take MATH 10051 or PHIL 21002 in place of MATH 11012 or MATH 12002. Taking MATH 10051 or PHIL 21002 will not replace a low grade in either MATH 11012 or MATH 12002. Students are required

to take MATH 11012 or MATH 12002 if they change their major to, or want to double major in, Economics or Finance and/or intend to declare a minor in Data Analytics. Students who intend to enroll in certain graduate programs and/or are working toward Phi Beta Kappa status are highly encouraged to take MATH 11012 or MATH 12002.

<sup>7</sup> Students who have taken MATH 10041 for another program may use it as a substitute for BA 24056.

<sup>8</sup> Minimum C grade required in ENG 21011 or HONR 20197.

<sup>9</sup> A maximum of 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses may be applied toward the degree program.

## Progression Requirements

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

## Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.000	2.000

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

## Roadmap

Semester One		Credits
BUS 10123	EXPLORING BUSINESS	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
MATH 11010	ALGEBRA FOR CALCULUS (KMCR)	3
UC 10001	FLASHES 101	1
Kent Core Requirement		3
Kent Core Requirement		3
<b>Credit Hours</b>		<b>16</b>
Semester Two		
CIS 24053	INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
MATH 11012	INTUITIVE CALCULUS (KMCR)	3-5
or	or ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	
MATH 12002		
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Requirement		3
Kent Core Requirement		3
<b>Credit Hours</b>		<b>16</b>
Semester Three		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
FIN 26074	LEGAL ENVIRONMENT OF BUSINESS	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3

Kent Core Requirement		3
<b>Credit Hours</b>		<b>15</b>

Semester Four		Credits
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BA 24056	BUSINESS ANALYTICS I	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
MKTG 25010	PRINCIPLES OF MARKETING	3
Kent Core Requirement		3
<b>Credit Hours</b>		<b>15</b>

Semester Five		Credits
Required for progression in the major: minimum 2.000 overall GPA, minimum C grade in COMM 15000, ENG 21011, MATH 11010 and MGMT 24163		
BA 34060	OPERATIONS MANAGEMENT	3
FIN 36053	BUSINESS FINANCE	3
HRM 34180	HUMAN RESOURCE MANAGEMENT	3
Kent Core Requirement		3
Kent Core Requirement		3
<b>Credit Hours</b>		<b>15</b>

Semester Six		Credits
Required: minimum overall 2.000 GPA		
BA 34156	BUSINESS ANALYTICS II	3
MGMT 34165	DYNAMICS OF LEADERSHIP	3
or	or LEARNING TO LEAD	
MGMT 34175		
Major Elective		3
College Elective		3
General Elective		3
<b>Credit Hours</b>		<b>15</b>

Semester Seven		Credits
Required: minimum overall 2.000 GPA		
BA 44152	PROJECT MANAGEMENT	3
MGMT 44163	GLOBAL BUSINESS MANAGEMENT (WIC)	3
Major Elective		3
General Elective		6
<b>Credit Hours</b>		<b>15</b>

Semester Eight		Credits
Required: minimum overall 2.000 GPA and completion of The Assurance of Learning Assessment given in MGMT 44285		
MGMT 34185	ORGANIZATIONAL BEHAVIOR	3
MGMT 44285	STRATEGIC MANAGEMENT	3
MGMT 44392	BUSINESS CONSULTING AND PRACTICUM (ELR)	3
College Elective		3
General Elective		1
<b>Credit Hours</b>		<b>13</b>
<b>Minimum Total Credit Hours:</b>		<b>120</b>

## University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

**NOTE:** University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

Flashes 101 (UC 10001)	1 credit hour
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Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission.

Diversity Domestic/Global (DIVD/DIVG)	2 courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37 credit hours
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 credit hours
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.	
<b>Total Credit Hour Requirement</b>	<b>120 credit hours</b>

## Kent Core Requirements

Kent Core Composition (KCMP)	6
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)	9
Kent Core Social Sciences (KSS) (must be from two disciplines)	6
Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)	6-7
Kent Core Additional (KADL)	6
<b>Total Credit Hours:</b>	<b>36-37</b>

## Program Learning Outcomes

Graduates of this program will be able to:

1. Assess and suggest appropriate solutions to human resource-related business problems.
2. Assess and suggest appropriate solutions to business concerns in global markets.
3. Demonstrate an understanding of basic principles of project management.
4. Demonstrate an understanding of leadership principles and theories.

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

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

## Full Description

The Bachelor of Business Administration degree in Business Management gives students credentials important to getting their first job as an entry-level manager or manager-trainee. Every organization of any size and type depends on and needs managers, including, as examples, the small corner store, department stores, accounting firms, healthcare centers, manufacturing firms or a business-to-business type of organization.

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