

GENERAL BUSINESS - B.B.A.

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

About This Program

Kent State's General Business B.B.A. program offers a comprehensive curriculum that covers all aspects of modern business, from marketing and finance to management and entrepreneurship. With experienced faculty, cutting-edge resources and real-world opportunities, you'll gain the skills needed to excel in a wide range of business roles. Enroll now and take the first step towards a rewarding career in business. Read more...

Contact Information

- **Steven A. Dennis** | sdenni14@kent.edu | 330-672-2426
- Speak with an Advisor
- Chat with an Admissions Counselor

Program Delivery

- **Delivery:**
 - Fully online
 - In person
- **Location:**
 - Kent Campus

Examples of Possible Careers and Salaries*

Administrative services and facilities managers

- 6.5% faster than the average
- 325,900 number of jobs
- \$98,890 potential earnings

Construction managers

- 8.5% much faster than the average
- 476,700 number of jobs
- \$97,180 potential earnings

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

Sales managers

- 3.5% about as fast as the average
- 433,800 number of jobs
- \$132,290 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 this major. Students who have previously attended Kent State

and have completed COMM 15000, ENG 21011 (or HONR 20197), MATH 11010 (or placement out of ENG 11011 and/or MATH 11010) must have earned a minimum C grade in the courses (or their equivalent).

Program Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
ACCT 33061	FINANCIAL REPORTING ISSUES AND ANALYSIS (min C grade)	3
CIS 34054	USING INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES FOR SOLVING BUSINESS PROBLEMS (min C grade)	3
ECON 32025 or ECON 42075	MONEY, CREDIT AND BANKING (min C grade) INTERNATIONAL ECONOMIC RELATIONS	3
ENTR 27056	INTRODUCTION TO ENTREPRENEURSHIP (min C grade)	3
FIN 36063	INDIVIDUAL INVESTMENT STRATEGIES (min C grade)	3
HRM 34180 or MGMT 34165 or MGMT 34185	HUMAN RESOURCE MANAGEMENT (min C grade) DYNAMICS OF LEADERSHIP ORGANIZATIONAL BEHAVIOR	3
MGMT 44299	MANAGEMENT CAPSTONE (ELR) (WIC) (min C grade) ¹	3
MKTG 35035 or MKTG 45045	CONSUMER BEHAVIOR (min C grade) ADVERTISING AND PROMOTION MANAGEMENT	3
Major Elective, choose from the following: (min C grade) ²		
BUS 30234	INTERNATIONAL BUSINESS	3
HRM 34180	HUMAN RESOURCE MANAGEMENT	3
MGMT 34157	INTRODUCTION TO THE U.S. HEALTHCARE SYSTEM	3
MGMT 34165	DYNAMICS OF LEADERSHIP	3
MGMT 34175	LEARNING TO LEAD	3
MGMT 44192	INTERNSHIP IN MANAGEMENT (ELR)	3
Additional Requirements (courses do not count in major GPA)		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BA 24056	BUSINESS ANALYTICS I ⁵	3
BA 34060	OPERATIONS MANAGEMENT	3
BA 34156	BUSINESS ANALYTICS II	3
BUS 10123	EXPLORING BUSINESS ³	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 or MATH 12002	INTUITIVE CALCULUS (KMCR) ⁴ ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	3-5
MGMT 24163	PRINCIPLES OF MANAGEMENT	3

MKTG 25010	PRINCIPLES OF MARKETING	3
UC 10001	FLASHES 101	1
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Composition ⁶		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) ⁷		16
Minimum Total Credit Hours:		120

¹ A minimum C grade is required to fulfill the writing intensive requirement.

² Students may fulfill major electives by selecting any remaining business courses listed above and/or approved upper-division courses from business or non-business disciplines. A course fulfilling the experiential learning requirement (ELR) is recommended if not already satisfied.

³ A student changing to a program in the college, transferring, or an incoming student 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, FIN 26074, MGMT 24163, MKTG 25010 or CIS 24053) 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

⁴ 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.

⁵ Students who have taken MATH 10041 for another program may use it as a substitute for BA 24056.

⁶ Minimum C grade required in ENG 21011 or HONR 20197.

⁷ ECON 12060 is recommended as a general elective. Maximum 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses allowed. An education abroad course is encouraged as a general elective.

Progression Requirements

- Minimum 2.000 overall GPA
- Minimum C grade in COMM 15000, ENG 21011 and MATH 11010 (or placement out of MATH 11010)
- Minimum C grade in all major requirements

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.000	2.000

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

Roadmap

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

Semester One		Credits
!	BUS 10123 EXPLORING BUSINESS	3
!	COMM 15000 INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
	MATH 11010 ALGEBRA FOR CALCULUS (KMCR)	3
	UC 10001 FLASHES 101	1
	Kent Core Composition	3
	Kent Core Humanities	3
Credit Hours		16
Semester Two		Credits
	CIS 24053 INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES	3
!	ECON 22060 PRINCIPLES OF MICROECONOMICS (KSS)	3
	MATH 11012 INTUITIVE CALCULUS (KMCR) or MATH 12002 or ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	3-5
!	UC 10162 INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
	Kent Core Composition	3
	Kent Core Fine Arts	3
Credit Hours		16
Semester Three		Credits
!	ACCT 23020 INTRODUCTION TO FINANCIAL ACCOUNTING	3
	ECON 22061 PRINCIPLES OF MACROECONOMICS (KSS)	3
	ENTR 27056 INTRODUCTION TO ENTREPRENEURSHIP	3
!	FIN 26074 LEGAL ENVIRONMENT OF BUSINESS	3
	MGMT 24163 PRINCIPLES OF MANAGEMENT	3
Credit Hours		15
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 Basic Sciences with a Laboratory	3-4
Credit Hours		15
Semester Five		Credits
Required for progression in the major: minimum 2.000 cumulative GPA, minimum C grade in COMM 15000, ENG 21011 (or HONR 20197) and MATH 11010		
	BA 34060 OPERATIONS MANAGEMENT	3
	FIN 36053 BUSINESS FINANCE	3

HRM 34180 or MGMT 34165 or MGMT 34185	HUMAN RESOURCE MANAGEMENT or DYNAMICS OF LEADERSHIP or ORGANIZATIONAL BEHAVIOR	3
MKTG 35035 or MKTG 45045	CONSUMER BEHAVIOR or ADVERTISING AND PROMOTION MANAGEMENT	3
General Elective		3

Credit Hours		15
Semester Six		
Required for progression in the major: minimum cumulative 2.000 GPA		
CIS 34054	USING INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES FOR SOLVING BUSINESS PROBLEMS	3
!	FIN 36063 INDIVIDUAL INVESTMENT STRATEGIES	3
Kent Core Basic Sciences		3
Kent Core Humanities or Fine Arts		3
General Elective		3

Credit Hours		15
Semester Seven		
Required for progression in the major: minimum cumulative 2.000 GPA		
ACCT 33061	FINANCIAL REPORTING ISSUES AND ANALYSIS	3
BA 34156	BUSINESS ANALYTICS II	3
!	Major Elective	3
Kent Core Social Sciences		3
General Electives		4

Credit Hours		16
Semester Eight		
Required for graduation: minimum cumulative 2.000 GPA and completion of the Assurance of Learning Assessment given in MGMT 44299		
ECON 32025 or ECON 42075	MONEY, CREDIT AND BANKING or INTERNATIONAL ECONOMIC RELATIONS	3
MGMT 44299	MANAGEMENT CAPSTONE (ELR) (WIC)	3
General Electives		6

Credit Hours		12
Minimum Total Credit Hours:		120

University Requirements

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

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

Flashes 101 (UC 10001)	1 credit hour
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.	
Total Credit Hour Requirement	120 credit hours

entrepreneurship, finance, human resource management, managerial marketing and marketing.

General Business 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.

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
Total Credit Hours:	36-37

Program Learning Outcomes

Graduates of the program will be able to:

1. Demonstrate effective management and leadership ability when given an organizational dilemma
2. Use financial tools to create budgets, prepare financial statements and report financial position
3. Identify and analyze global considerations that affect business decisions
4. Analyze, interpret and use data to solve problems and make decisions
5. Create and communicate value for consumers

Graduates of the Bachelor of Business Administration degree will be able to:

1. Core Business Knowledge - Recall 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 a business decision.

Full Description

The Bachelor of Business Administration degree in General Business is for students who desire a holistic understanding of all business areas rather than a specialized area of business, i.e., accounting, business management, computer information systems, economics,