



**THE COLLEGE OF BUSINESS ADMINISTRATION**  
Advising Offices Are Located In:

107 Business Administration Building  
(330) 672-2872

## COLLEGE OF BUSINESS ADMINISTRATION

The College of Business Administration and the Graduate School of Management hold membership in the International Association for Management Education (AACSB). 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 a faculty of four persons, the college now numbers approximately 4,000 undergraduate students, 500 master's students, 50 doctoral students and 56 faculty members.

You may contact the college through the following:  
 College of Business Administration, P.O. Box 5190, Kent State University, Kent, OH 44242.  
 World Wide Web address: <http://business.kent.edu>  
 Telephone: (330) 672-2872, ext. 248  
 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 are primarily to 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 five 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  
 Bachelor of Business Administration

### *Bachelor of Business Administration*

All undergraduate major programs in the college lead to the Bachelor of Business Administration degree. To receive a baccalaureate degree from the College of Business Administration, students must, in addition to other requirements, satisfy the 36-hour minimum requirement stipulated in the LERs (see pages 77-80), and complete 6 hours of diversity coursework (see pages 81-83).

Each candidate for the Bachelor of Business Administration (B.B.A.) degree must meet requirements in two areas: (1) the pre-major program [freshman and sophomore] requirements and (2) 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 LERs (see pages 77-80) and complete 6 hours of diversity coursework (see pages 81-83).

Freshmen and transfer students with 24 or fewer semester hours of transfer credit must register for US 10001, University Orientation. (Transfer students with more than 24 hours may register for US 10001 no later than their first two semesters at Kent State.) University Orientation is taught by a student/faculty team that functions as the new students' academic advisers 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, ext. 384. All business administration students are encouraged to visit the Undergraduate Programs Office at least once each year. Periodic counseling will assist the students in completing the required coursework for the B.B.A. degree 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 adviser 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 173.)

Seniors in the advanced business program of the college must obtain an application for graduation from the Undergraduate Programs Office. Information on deadlines for graduation can be obtained by contacting this office.

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 2.25 overall transfer GPA is required for admission to the College of Business Administration. Transfer students with less than a 2.25 GPA may seek admission to another Kent State college. After completing a minimum of 12 hours at Kent State University, with a minimum 2.25 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 2.25 GPA (on a 4.00 scale) are not eligible to take junior- and/or senior-level business coursework. Such students may have to take coursework that may not apply to the B.B.A. if full-time status is desired. Proper advising is imperative. Transfer students are expected to receive advising prior to scheduling classes. Failure to do so could result in a loss of credit hours.

##### *Application of Transfer Credit*

At Kent State University, the process for evaluation of transfer credit is a two-step procedure. First, potential transfer students send the Kent State Office of Admissions an official copy of their college and/or university transcript(s). The students will then receive from the Kent State Office of Admissions an "Evaluation of Transfer Credit" that indicates the coursework that will transfer (and specific Kent State course equivalencies in many cases). Although coursework may 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 adviser 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 adviser *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. degree are urged to consult the degree requirements in this *Catalog*. Students attending two-year institutions who anticipate transferring to Kent State to work toward the B.B.A. degree should, as closely as possible, take work at the two-year institution which is equivalent to the Premajor Program Requirements shown at a later point in this section of the *Catalog*. Failure to follow this plan of study may result in significant loss of credit applicable toward the B.B.A. degree.

The College of Business Administration has prepared transfer guides for the major community colleges located in Northeast Ohio. Community college students interested in working toward the B.B.A. degree at Kent State should obtain a transfer guide from their college counseling office, or by writing to the Undergraduate Programs Office. Careful adherence to the transfer guide will permit the first two years of the B.B.A. degree to be taken at community colleges, with whom we have transfer agreements, with no loss of credit in transferring to Kent State.

#### *Validation of Transfer Credit*

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

Another validation option is open only to transfer students who have a cumulative transfer GPA of at least 2.25 and a grade of C or better in the course in question. To validate accounting courses, a minimum grade of B is required. This option is contingent on an advanced course being available. Students seeking to employ this option should consult with an academic adviser 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 adviser.

#### **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" and to schedule the university "Reinstatement Test" approximately six weeks before the semester in which one wishes to return.

*Academic work taken by students while dismissed from the university must be approved by the assistant dean PRIOR to taking the work should 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 63-75.)

1. A minimum of 121 semester hours of approved coursework must be completed as prescribed in the various curricula. Included in these 121 semester hours is US 10001, University Orientation, which may be used as a premajor general elective. No students entering the university after the fall of 1979 with freshman standing will be permitted to enter an advanced business program in the college without having completed this requirement.
2. All business administration students must satisfy the 36-hour minimum requirement of the LERs as outlined on pages 77-80, and complete 6 hours of diversity coursework (see pages 81-83.) Also, please read carefully Uniform Requirements (lower-division) on page 172 to determine how the LERs will apply to the baccalaureate degree program in business administration.
3. Writing-Intensive Course Requirement: Refer to either page 64 or 84-85 of this *Catalog* for specific information on the Writing-Intensive Course Requirement.
4. Students must complete at least one year (30 hours) in residence on a Kent State University campus and this must be the final year of work at the university. Under unusual circumstances students may request modification of this requirement by contacting the assistant dean, College of Business Administration.
5. Students must complete at least 50 percent of business credit hours (required for the business degree) in residence on a Kent State University campus.

6. A minimum GPA of 2.25 (one-fourth B and three-fourths C) must be earned for all work carried at Kent State University. A minimum GPA of 2.25 must be earned in the major field (which includes all major requirements and major electives) and in all upper-division courses. The accounting major requires a 2.50 major GPA.
7. Students must complete two measures of outcomes assessment as specified by the College of Business Administration for complete satisfaction of the B.B.A. degree.
8. The university normally requires a minimum of 39 semester hours at the upper-division (3-40000) level for graduation with the B.B.A. degree.

**PREMAJOR PROGRAM**

*Admission Requirements*

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

All Other Students: 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 premajor. Students with a cumulative GPA of 2.25 or better at the time the decision is made will be admitted to a premajor. Students with a cumulative GPA below 2.25 will **NOT** be admitted to the premajor. Note: the cumulative GPA will reflect all graded coursework at Kent and elsewhere (for transfer students).

**UNIFORM REQUIREMENTS**

The following coursework is required by the College of Business Administration and will satisfy LERs. The uniform requirements are the same for all premajors unless otherwise specifically indicated. Premajor students are expected to follow the prescribed course of study in the freshman and sophomore years, consistent with LERs of the university, the Diversity Requirement and the requirements of the College of Business Administration. Premajor 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.

**Premajor Program**

- I. **Composition** . . . . . 6  
 ENG 10001, 10002, College English I, II . . . . . 6

*Students must register continuously in freshman English until the requirement is satisfied. Credit toward graduation is not granted after students have been enrolled for four semesters. Students who transfer to the university with junior standing must complete the requirement within two semesters to receive graduation credit.*

- II. **Mathematics, Logic and Foreign Languages** . . . . . 4  
 MATH 11011, College Algebra (4)

*or*

- 12001, Algebra and Trigonometry (4)

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

- III. **Humanities and Fine Arts** . . . . . 9  
*See page 78 under "Liberal Education Requirements" for elective courses that will fulfill the humanities and fine arts requirement.*  
 COMM 15000, Theory and Practice of Oral Discourse . . . . . 3  
 Fine Arts elective . . . . . 3  
 Humanities elective . . . . . 3

- IV. **Social Sciences** . . . . . 9  
 ECON 22060, Principles of Microeconomics . . . . . 3  
 22061, Principles of Macroeconomics . . . . . 3  
 Elective . . . . . 3

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

- V. **Basic Sciences** . . . . . 6  
*See elective choices that will fulfill the basic sciences requirement on page 79 under "Liberal Education Requirements."*

- VI. **Business** . . . . . 24  
 BUS 10123, Exploring Business . . . . . 3  
 M&IS 24053, Intro. to Computer Applications . . . . . 3  
 24056, Fundamentals of Business Statistics . . . . . 3  
 24163, Principles of Management . . . . . 3  
 ACCT\* 23020, Introduction to Financial Accounting . . . . . 3  
 23021, Introduction to Managerial Accounting . . . . . 3  
*\*Students must have earned 28 or more hours of credit to take ACCT 23020.*

- FIN 26074, Legal & Regulatory Environment of Business . . . 3  
 MKTG 25010, Marketing . . . . . 3

- VII. **University Orientation** . . . . . 1  
 US 10001, University Orientation . . . . . 1

- VIII. **Diversity** . . . . .  
*Two diversity courses (6 semester hours) are required and at least one course (or both) is embedded in the LERs or one may be double-counted in a non-LER elective category. (See pages 81-83 of this Catalog for a complete list of diversity course choices.) At least one diversity course must be taken as part of the LERs. The second diversity course may count toward the LER or as a*

non-LER elective. In some cases, and with the approval of the assistant dean, students may satisfy the second diversity course requirement by completing one semester of study in another country. Students are encouraged to take one course addressing domestic (U.S.) issues and one course addressing global issues.

IX.	<b>10- 40000-level Nonbusiness Electives . . . . .</b>	<b>2</b>
	<i>Business courses generally will not apply in this area.</i>	
	<b>TOTAL</b>	<b>61</b>

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

**Guidelines for Selection of Electives**

1. Operations management majors must take TECH 13580, Engineering Graphics I. This requirement may not be taken pass-fail.
2. Students required to take ENG 10000 and MATH 10005 may use only 2 credit hours (of a total of 6) toward the 10- 40000-level nonbusiness elective. The other will not apply toward the Bachelor of Business Administration program. ENG 10000 and MATH 10005 may not be taken pass-fail.
3. Students may receive elective credit for only one of MATH 10005, MATH 14001 or MATH 14002 and only if completed prior to College Algebra, MATH 11011 (or 12001). (See number two above if ENG 10000 is also required of the student.)
4. Twenty-eight or more semester hours is required to take ACCT 23020.

**ADVANCED BUSINESS PROGRAM**

*Admission Requirements*

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

1. Completed 46 semester hours.
2. Earned and maintained a minimum 2.25 overall GPA for all majors except accounting (see Note 1 below).
3. Completed any special requirements (see Note 2 below).
4. Earned a minimum passing grade (D or higher, an S for University Orientation) in each of the courses (or approved equivalents) listed below:

ACCT	23020, Introduction to Financial Accounting
M&IS	24053, Intro. to Computer Applications or approved equivalent
BUS	10123, Exploring Business

COMM	15000, Theory and Practice of Oral Discourse
ECON	22060, Principles of Microeconomics or HONR 21197, Colloquium: Principles of Microeconomics
	22061, Principles of Macroeconomics or HONR 21297, Colloquium: Principles of Macroeconomics
ENG	10001, College English I or HONR 10197, Freshman Honors Colloquium I or ENG 10101, College English I for Foreign Students
	10002, College English II or HONR 10297, Freshman Honors Colloquium II
FIN	26074, Legal & Regulatory Environment of Business or M&IS 24163, Principles of Management
MATH	11011, College Algebra or Math 12001, Algebra and Trigonometry
US	10001, University Orientation

5. The following courses in progress or completed (see Note 4):

ACCT	23021, Introduction to Managerial Accounting
M&IS	24056, Fundamentals of Business Statistics
	24163, Principles of Management, or FIN 26074, Legal & Regulatory Environment of Business
MKTG	25010, Marketing

*Note 1: The accounting major requires a minimum overall GPA of 2.50.*

*Note 2: The accounting major requires a minimum 2.50 average GPA in ACCT 23020 and ACCT 23021. The average includes all attempts and transfer courses that are equivalent to these courses.*

*The economics major requires satisfactory completion of MATH 11012, Intuitive Calculus (or MATH 12002, Calculus & Analytic Geometry I) in the premajor program.*

*Note 3: Other students may be considered for conditional approval on a case-by-case basis by exception of the assistant dean.*

*Note 4: Failure to satisfy requirements 3 and 5 above may result in advanced business status being revoked after the "in progress" semester.*

*Note 5: Students may earn college credit through CLEP or Credit-By-Exam (see an academic adviser.)*

**IMPORTANT**

*Premajor students who fail to meet the minimum 2.25 cumulative GPA requirement by completion of 60 semester hours will be prohibited from registering for any 30000- or 40000-level business courses. Please consult an academic adviser.*

**Advanced Business Program**

*Uniform Requirements*

**Requirements:**

ENG 30063, Advanced Business and Professional Writing . . .	.3
M&IS 34060, Operations Management . . . . .	.3
* 44285, Integrated Business Policy and Strategy . . . . .	.3
FIN 36053, Business Finance . . . . .	.3
<b>Choose one Math course . . . . .</b>	<b>.3-5</b>
MATH 11012, Intuitive Calculus (3)	
12002, Analytic Geometry & Calculus I (5)	

**Major Requirements and Electives . . . . .21-30**

*Refer to a specific major for the actual number of major requirements and electives. A minimum of 39 semester hours at the upper-division level (30- 40000) is required for graduation with the Bachelor of Business Administration degree.*

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

*All courses in this category must be at the 30- 40000 level.*

**Non-Business Electives . . . . .15**

*All courses in this category must be at the 30- 40000 level or approved advanced mathematics and/or foreign language courses.*

<b>TOTAL</b>	<b>60</b>
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*\*M&IS 44285 is open to graduating business seniors only.*

*\*\*These 9 hours can be nonbusiness. Also, the number of hours required in the major will determine the allowable number of business elective hours. For instance, if a major is 24 credit hours, only 6 hours of business electives may be taken.*

**MAJORS**

**Accounting**

*The accounting curriculum is designed to provide students with a solid foundation in accounting theory 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 effectively a professional development through the more specialized programs provided by employers or through graduate studies.*

*Students who want to major in accounting must meet the requirements for admission to the upper-division program in the College of Business Administration. In addition, they must attain an average of 2.50 or better GPA in all attempts of the two introductory accounting courses (ACCT 23020 and ACCT 23021 — or their equivalent) to be*

*permitted to major in accounting and register for junior-level (ACCT 30000-level) courses. In addition, to continue as an accounting major and register for senior-level (ACCT 4/53000) courses, students must maintain a 2.50 or better GPA in all attempts of the four required junior-level (ACCT 33000) accounting major courses. To graduate as an accounting major, students are required to meet College of Business Administration graduation standards for overall GPA and upper-division business GPA and have a 2.50 GPA or better for all attempted accounting major courses required at the junior and senior level (ACCT 33001, 33004, 33010, 33012, 43010, 43020 and 43031 plus one ACCT 4/53000-level elective).*

**I. REQUIRED . . . . .21**

ACCT 33001, Corporate Accounting I . . . . .	.3
33004, Introduction to Accounting Systems . . . . .	.3
33010, Cost Accounting . . . . .	.3
33012, Corporate Accounting II . . . . .	.3
43010, Principles of Auditing and Control . . . . .	.3
43020, Corporate Accounting III . . . . .	.3
43031, Income Taxation . . . . .	.3

**II. ELECTIVES . . . . .3**

**At least 3 hours from the following:**

ACCT 43013, Advanced Management Accounting (3)	
43014, Advanced Accounting Systems (3)	
43034, Nonprofit Accounting and Auditing (3)	
43092, Accounting Internship (3)	
43096, Individual Investigation (3)	

<b>TOTAL</b>	<b>24</b>
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*In addition to the courses required for the major, accounting majors must take FIN 36072, Law of Commercial Transactions.*

*The following policies are in effect for accounting majors:*

1. A grade of C or better is required for any accounting course which is a prerequisite for an upper-division (ACCT 3/43000) accounting major course.
2. Normally an accounting major course can be repeated only once. Exceptions require the approval of the department chairperson and the assistant dean for the College of Business Administration.
3. The number of accounting major (ACCT 3/43000) courses that can be repeated and counted toward the accounting major is three. Exceptions require the approval of the department chairperson. All attempts will count in the computation of the major, upper-division business, and cumulative GPAs.
4. A basic knowledge of and the ability to use IBM or IBM-compatible personal computers for accounting applications, including an electronic spreadsheet such as Excel, is required to major in accounting. Students should possess such knowledge and skills for all upper-division accounting major (ACCT 3/43000) courses. It is the students' responsibility to acquire such knowledge and skills, if not already

possessed, before taking any upper-division accounting major course or during the first quarter of the term during which the course is taken. The department office can provide recommendations on self-study materials to acquire the knowledge and skills necessary.

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

**Business Management**

The business management major is designed to provide students with a focus on leading and managing people. The major also requires exposure to the functions of management—i.e., accounting, finance, marketing, and administration. 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.

Required coursework from Liberal Education offering departments.

- I. **REQUIRED LER-related hours** . . . . .6  
**Choose one course from the following:** . . . . .3  
 ECON 32025, Money, Credit and Banking (3)  
 32070, Labor Problems (3)  
 32082, Intro. to Managerial Economics (3)  
 42075, International Economic Relations (3)  
**\*Choose one course from the following:** . . . . .3  
 PSYC 31773, Industrial Psychology (3)  
 41282, Personality (3)  
 41532, Social Psychology (3)  
**\*PSYC 11762, General Psychology is required for the above Psychology choices. Therefore, business management majors are required to complete this course as their LER Social Science elective.**
- II. **REQUIRED major courses** . . . . .12  
 M&IS 34165, Dynamics of Leadership . . . . . 3  
 34180, Human Resource Management . . . . . 3  
 34185, Individual and Group Behavior . . . . . 3  
 44150, Total Quality Management . . . . . 3
- III. **ELECTIVES:** . . . . .18

**Choose one course from EACH of the four areas:** . . . . .12

- ACCT 33061, Financial Reporting (3)  
 33063, Cost Control (3)
- M&IS 34183, Developing and Training Human Resources in Organizations (3)  
 44043, Data Base Management Systems (3)  
 44096, Individual Investigation in Management (3)  
 44181, Personnel Systems (3)  
 44191, Senior Research Seminar in Management (3)
- FIN 36058, The Financial System (3)  
 36059, Investments (3)  
 46064, International Business Finance (3)
- MKTG 35035, Consumer Behavior (3)  
 35050, Marketing Research (3)  
 45046, Personal Selling and Sales Management (3)  
 45060, International Marketing (3)

**Choose Option 1 or Option 2:** . . . . .6

**Option 1:**  
 Choose 6 additional semester hours from the courses listed above from: M&IS, FIN or MKTG. Take the 6 hours from one curricular area. Take no more than 9 hours in one area.

**Option 2: (Human Resource Management submajor)\***  
 Students who desire to obtain an HRM submajor are required to take M&IS 44181 to satisfy M&IS Electives (A) and the following two courses to satisfy the Electives (B) requirement:

- M&IS 34183, Developing and Training Human Resources (3)  
 34095, Special Topics in Human Resource Management (3)

**TOTAL 36**

**Submajor for Business Management Students**

**Human Resource Management\***

For business management students with a specialized interest in human resource management (HRM), the department offers a concentration (or submajor) in HRM. For this submajor, students are required to take three specific major electives that focus on HRM. Under Category A of the major electives, students must take M&IS 44181, Personnel Systems. Under B, students must take M&IS 34183, Developing and Training Human Resources in Organizations, and M&IS 34095, Special Topics. These required HRM submajor courses are in addition to the remaining 9 elective hours to satisfy the 18-hour requirement for major electives. The HRM prescribed curriculum provides all students with some practical experience, as well as theoretical understanding, in the areas of design and use of personnel information systems, developing and training employees, and a range of contemporary topics (such as legal developments and social issues) that will vary as the world of HRM evolves. Additionally, two of the courses required for business management majors (M&IS 34180 and 34185) provide supporting knowledge in HRM. This curriculum addresses all basic human resource functions (recruiting and employee selection,



compensation, labor relations, etc.) and organizational behavior (employee attitudes, motivation, etc.) Together, these five courses constitute a knowledge base in HRM that will prepare business management graduates to pursue employment in the human resource field after getting some general business experience.

*\*Early determination of the HRM submajor is recommended for proper sequencing.*

**Computer Information Systems**

Computer-based information systems and applications of information technology are the central focus of this program. Computer information systems (CIS) are the complex and typically large and expensive computer software systems that are essential to the daily operation of organizations. 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 one of two 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 data base design and support, projects in high-level system design and project management of these activities. The 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 are also 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 post-graduation 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.

**I. REQUIRED . . . . .15**

M&IS 24060, Systems Analysis I . . . . . 3

24070, Principles of Systems Development . . . . . 3

44042, Telecommunications and Networking . . . . . 3

44043, Data Base Management Systems . . . . . 3

44045, Information Systems Management . . . . . 3

**II. ELECTIVES . . . . .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)

44048, Software Integration (3)

44049, Network Management (3)

44095, Special Topics (3)

44292, Internship in IS (3)

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**TOTAL 30**

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

*Students who want to major or to minor in CIS must meet the requirements for admission to the upper-division program in the College of Business Administration. In addition, they must attain an average of 2.50 or better GPA in the final attempts of the three introductory CIS courses (M&IS 24053, 24060 and 24070—or their equivalent) to be permitted to major or minor in CIS and register for junior-level (M&IS 30000-level) courses or senior level (M&IS 40000-level courses).*

**Economics**

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

*Economics majors obtain interesting and challenging positions, with excellent opportunities for advancement, in 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 are also well prepared to pursue graduate work in economics. Further-*

more, a major in economics is excellent preparation for law school. For students with an interest in international opportunities, the economics major is an excellent program to consider.

Economics majors must fulfill the following requirements:

<b>I. REQUIRED</b> . . . . .	<b>9</b>
ECON 32040, Intermediate Microeconomic Theory and Applications . . . . .	3
32041, Intermediate Macroeconomic Theory and Policy . . . . .	3
M&IS 34056, Intermediate Statistics . . . . .	3
<b>II. ELECTIVES:</b> . . . . .	<b>15</b>
<i>Fifteen hours to be selected from 30000-40000 level economics courses with the advice of a faculty member from the Department of Economics and the approval of the department chairperson.</i>	
<b>TOTAL</b>	<b>24</b>

Note: Students interested in pursuing graduate study in economics are encouraged to take ECON 42040 (Econometrics), MATH 12002 and 12003 (Analytical Geometry and Calculus I and II) and other mathematics and statistics courses.

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

**Finance**

This curriculum 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.

<b>I. REQUIRED:</b> . . . . .	<b>15</b>
FIN 36054, Intermediate Business Finance . . . . .	3
36058, The Financial System . . . . .	3
36059, Investments . . . . .	3
46059, Financial Policy . . . . .	3
46064, International Business Finance . . . . .	3
<b>II. ELECTIVES:</b> . . . . .	<b>9</b>
<b>9 hours to be selected from:</b> . . . . .	
FIN 36061, Real Estate Principles (3)	
36062, Real Estate Appraisal (3)	
36080, Property and Liability Insurance (3)	
36081, Principles of Insurance (3)	
36082, Life Insurance (3)	
36084, Business Risk Management (3)	

46054, Financial Risk Management (3)	
46055, Options and Future Markets (3)	
46061, Real Estate Finance (3)	
46067, Portfolio Analysis (3)	
46068, Financial Management of Commercial Banks (3)	
46091, Finance Seminar (3)	
46096, Individual Investigation in Finance (3)	
46192 Internship in Finance (3)	
ACCT 33061, Financial Reporting Issues and Analysis (3)	
33063, Cost Control and Analysis for Management (3)	
<b>TOTAL</b>	<b>24</b>

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 36084, 46054, 46055, 46067

**INVESTMENTS**

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

**BANKING / FINANCIAL INSTITUTIONS**

ACCT 33061\*, FIN 46068\*, 36061, 36062, 46054, 46055, 46067

**RISK AND INSURANCE / FINANCIAL SERVICES**

FIN 36080, 36081, 36082, 36084, 46054, 46055, 46067

**REAL ESTATE**

FIN 36061, 36062, 46061

To qualify for the Ohio real estate sales license exam, students should take these three courses as finance electives, and add FIN 36073 (Real Estate Law) as a general business elective. The more advanced Ohio real estate broker license also requires ECON 22060 or 22061, FIN 36053, FIN 26074 and M&IS 34180.

\*Strongly recommended.

**Marketing**

Marketing is a broad field entailing a wide variety of tasks involving the analysis, planning, implementation and control of marketing programs (the strategies and tactics used by businesses to sell products and services to other businesses and to people). The marketing curriculum at Kent State University is designed to provide students with a broad working knowledge of the theory and practice of marketing management. Students majoring in marketing have employment opportunities in such fields as industrial and

consumer sales, product management, international marketing, marketing research, and industrial purchasing, working with manufacturers, wholesalers, advertising agencies, retail organizations and research oriented firms. Recently there has been an increased demand for marketing graduates from nonprofit organizations, the health care industry, service firms and the public sector.

<b>I. REQUIRED:</b> . . . . .	<b>.12</b>
MKTG 35035, Consumer Behavior . . . . .	.3
35050, Marketing Research . . . . .	.3
45060, International Marketing . . . . .	.3
45084, Marketing Policies and Strategies . . . . .	.3
<b>II. ELECTIVES:</b> . . . . .	<b>.12</b>
<b>12 hours to be selected from:</b> . . . . . <b>.12</b>	
MKTG 35015, Service Marketing (3)	
35025, Supply Chain Management (3)	
35055, Internet Marketing (3)	
45045, Advertising and Promotion Management (3)	
45046, Personal Selling and Sales Management (3)	
45071, Business Marketing and E-Commerce (3)	
45082, Retailing and Web-Based Merchandising (3)	
45091, Marketing Seminars (3)	
45096, Individual Investigation in Marketing (3)	
45292, Marketing Internship (3)	
<hr/> <hr/> <b>TOTAL</b>	
	<b>24</b>

Marketing seminars are variable topic classes covering areas of current interest in marketing. Recent subjects have included direct marketing, industrial sales, new product development and advanced advertising. Students may register for two seminars that may be used as marketing electives.

Marketing internships are an excellent source of "real world" work experiences for students. Typically, an internship requires students to work 12-15 hours per week for approximately 10 weeks in the equivalent of an entry-level 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.

**SUBMAJORS FOR MARKETING STUDENTS**

For students with specialized interests, the department offers three career tracks (or submajors) in advertising, personal selling and sales management, and retail management, allowing marketing majors to take courses focused in their area of interest. These submajors are available only to marketing majors.

**Advertising**

<b>I. REQUIRED:</b> . . . . .	<b>.15</b>
JMC 20003, Mediamorphosis . . . . .	.3
20004, Media Writing . . . . .	.3
34038, Media Sales and Promotion . . . . .	.3
41005, Advertising Campaigns . . . . .	.3
MKTG 45045, Advertising and Promotion Mgmt . . . . .	.3
<b>II. ELECTIVE Advertising course:</b> . . . . .	<b>.3</b>
<b>Select one of the following:</b> . . . . . <b>.3</b>	
JMC 31003, Advertising Media Planning (3)	
31002, Advertising Copywriting (3)	
41004, Broadcast Copywriting (3)	
<hr/> <hr/> <b>TOTAL</b>	
	<b>18</b>

An internship in advertising (MKTG 45292, Internship) is strongly recommended.

Notes: Students must have a 2.50 cumulative GPA, a B average in English 10001 and 10002 and have completed their math requirements.

Prerequisites for all courses in the concentration are strictly enforced.

Prior to enrolling in Writing for Mass Media, students must take and pass a grammar test, administered by the School of Journalism and Mass Communication. Information and registration information for this test are available in the JMC office, 130 Taylor Hall.

Students must complete their "elective" course (Advertising Media Planning, Advertising Copywriting or Broadcast Copywriting) before enrolling in Advertising Campaigns.

**Personal Selling and Sales Management**

<b>I. REQUIRED:</b> . . . . .	<b>.12</b>
COMM 25863, Business and Professional Speaking . . . . .	.3
25902, Communication Process . . . . .	.3
MKTG 35050, Marketing Research . . . . .	.3
<i>Note: MKTG 35050 substitutes for COMM 30000 (Communication Inquiry) as a prerequisite communications research course. It must be taken prior to enrollment in any communications course that has COMM 30000 as a prerequisite.</i>	
45046, Personal Selling and Sales Management . . . . .	.3

II. ELECTIVE Communications courses: . . . . .	3
<i>Select one of the following</i> . . . . .	3
COMM 35864, Organizational Communication (3)	
45892, Organizational Communication and Development (3)	
45957, Language and Meaning (3)	
45959, Nonverbal Communication (3)	
III. ELECTIVE Psychology courses: . . . . .	6
<i>Select two of the following</i> . . . . .	6
PSYC 30821, Psychology of Motivation (3)	
31773, Industrial Psychology (3)	
41282, Personality (3)	
41532, Social Psychology (3)	
	TOTAL
	21

MKTG 45292, Internship, is strongly recommended.

**Retail Management**

I. REQUIRED: . . . . .	12
FD&M 30272, Merchandise Planning and Control . . . . .	3
40261, Fashion Buying . . . . .	3
MKTG 45045, Advertising and Promotion Management . . . . .	3
* 45091, SEM: Adv. Retail . . . . .	3
II. ELECTIVE Retail Management courses: . . . . .	6
<i>Select two of the following</i> . . . . .	6
FD&M 30261, Store Operations (3)	
35260, Merchandising for Home Furnishings (3)	
40260, Product Development in the Fashion Industry (3)	
45270, Computer Applications in Retailing (3)	
	TOTAL
	18

\*This is a marketing seminar course that is not offered every semester.

An internship in retailing (MKTG 45292, Internship) is strongly recommended.

Notes: Overall GPA of 2.50 or greater.

Sixty or more credit hours earned and have been accepted as a marketing major in the College of Business.

All retail management concentration students are eligible for Fashion Design and Merchandising Study Tours (a "pay your own way" 3-credit-hour College of Continuing Studies course) and Fashionomics FD&M 45093 (a 2-credit-hour lecture series); however, credit may not be applied to the concentration.

**Operations Management**

The operations management curriculum emphasizes the development of analytical and managerial skills required for efficient management of manufacturing and service operations. Courses in this major provide students with a balanced mix of skills in the areas of analytical tools, management, human relations and computer use. Graduates may therefore expect to find employment in supervisory and managerial positions in both manufacturing (e.g., automotive, computers and appliances) and service (e.g., banks, insurance and department stores) industries. Some areas of emphasis include total quality management, materials management and scheduling.

In addition to the following courses for the major, operations management majors must take TECH 13580, Engineering Graphics I, instead of 3 semester hours from the nonbusiness elective category.

I. REQUIRED: . . . . .	21
ACCT 33063, Cost Control and Analysis for Management . . . . .	3
M&IS 34056, Intermediate Statistics . . . . .	3
34057, Decision Science I . . . . .	3
34061, Manufacturing Processes: Design and Control . . . . .	3
44063, Quality and Cost Control . . . . .	3
44064, Manufacturing Resource Planning . . . . .	3
44065, Strategies in Production and Operations Management . . . . .	3
II. ELECTIVES: . . . . .	3
<i>Choose one course from:</i> . . . . .	3
M&IS 34031, Systems Simulation (3)	
34062, Job Design and Measurement (3)	
34063, Operations Analysis (3)	
34185, Individual and Group Behavior in Organizations (3)	
44096, Individ. Invest. in Management (3)	
44172, Arbitration, Mediation and Conciliation (3)	
44179, Organizational Theory/Design (3)	
MKTG 45071, Business Marketing and E-Commerce (3)	
	TOTAL
	24

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

MINORS

Accounting

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

ACCT 23020, Intro. to Financial Accounting . . . . .	3
23021, Intro. to Managerial Accounting . . . . .	3
33001, Corporate Accounting I . . . . .	3
33004, Introduction to Accounting Systems . . . . .	3
33010, Cost Accounting . . . . .	3
33012 Corporate Accounting II . . . . .	3
<b>TOTAL</b>	<b>18</b>

Note 1: Enrollment in ACCT 23020 requires completion of a minimum 28 semester hours.

Note 2: Enrollment in the junior-level accounting courses requires that students have a minimum 2.50 overall GPA and a minimum 2.50 average in ACCT 23020 and ACCT 23021.

Graduation requirement: a minimum 2.25 GPA is required in the minor courses.

Business

This minor is not available to College of Business Administration majors.

The business minor provides students with exposure to a basic core of business courses. Students will take at least one course in each department of the College of Business Administration and, thereby, gain an overview of the world of business while pursuing a degree in another college within Kent State University (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, administration, economics, finance and marketing. Completion of

the business minor will prepare students to understand and, to a limited extent, manage the business functions of an organization.

The following requirements must be satisfied in order to declare the business minor:

1. Overall GPA of 2.25 or greater.
2. Sixty or more semester credit hours earned.

ACCT 23020, Intro. to Fin. Accounting . . . . .	3
23021, Intro. to Managerial Accounting . . . . .	3
ECON 22060, Principles of Microeconomics . . . . .	3
22061, Principles of Macroeconomics . . . . .	3
FIN * 36053, Business Finance . . . . .	3
MKTG*25010, Marketing . . . . .	3
M&IS*24163, Principles of Management . . . . .	3
<b>Choose one from the following:</b> . . . . .	<b>3</b>
CS 10061, Intro. to Computer Programming (3)	
M&IS 24053, Intro. to Computer Applications (3)	
24080, Computer Programming for Business I (3)	
<b>TOTAL</b>	<b>24</b>

Graduation requirement: A minimum 2.25 GPA is required in the minor courses.

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

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

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

Computer Information Systems

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

essential to achieve proficiency in the creation and use of computer information systems (CIS).

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

<b>I. REQUIRED:</b>	<b>.12</b>
M&IS 24053, Introduction to Computer Applications	3
24060, Systems Analysis I	3
24070, Principles of Systems Development	3
34053, Data Integration	3
<b>II. ELECTIVES:</b>	<b>.6</b>
<i>Choose only two courses from list below</i>	<i>.6</i>
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)	
44048, Software Integration (3)	
44049, Network Management (3)	
44095, Special Topics (3)	
44292, Internship in IS (3)	
<b>TOTAL</b>	<b>18</b>

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

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

Note 3: The following Regional Campus course will be counted toward this minor only if students satisfy College of Business validation requirements. Students should see an adviser either in the Undergraduate Programs Office or at the Regional Campus.

COMT Course	When A or B Earned	Counts for Course
COMT 21005	M&IS 44043	M&IS 34032

Graduation requirement: A minimum 2.25 GPA is required in the minor courses.

Students who want to major or minor in CIS must meet the requirements for admission to the upper-division program in the College of Business Administration. In addition, they must attain an average of 2.50 or better GPA in the final attempts of the three introductory computer information systems courses (M&IS 24053, 24060 and 24070—or their equivalent) to be permitted to major or minor in CIS and register for junior-level (M&IS 30000-level) courses or senior-level (M&IS 40000-level) courses.

**Economics**

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

ECON 22060, Principles of Microeconomics	3
22061, Principles of Macroeconomics	3
<b>One of the following:</b>	<b>3</b>
ECON 32040, Intermediate Microeconomic Theory and Applications (3)	
32041, Intermediate Macroeconomic Theory and Policy (3)	

Plus 12 additional upper-division credits (which may include 32040 or 32041 if not selected above) elected with the approval of the students' adviser.

<b>TOTAL</b>	<b>21</b>
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Note: It is highly recommended that students electing the economics minor complete at least one mathematics course at the MATH 11011 level or higher before registering for upper-division economics courses.

Graduation requirement: A minimum 2.25 GPA is required in the minor courses.

**Finance**

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

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

**Requirements for declaring the minor:**

1. An officially declared major (no pre-majors, general, undeclared or Exploratory),
2. A minimum 60 semester hours, and
3. A minimum 2.00 cumulative GPA.

**Graduation requirement:**

A minimum 2.25 GPA is required in the minor courses.

<b>I. REQUIRED:</b>	<b>.15</b>
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 Finance	.3
<b>II. ELECTIVES:</b>	<b>.9</b>
<b>9 semester hours from any of the following</b>	
FIN 36058, The Financial System (3)	
36059, Investments (3)	
46064, International Business Finance (3)	
36061, Real Estate Principles (3)	
36081, Principles of Insurance (3)	
<hr/> <hr/>	
<b>TOTAL</b>	<b>24</b>

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 for declaration of the minor:**

1. An officially declared major (no pre-majors, general or undeclared);
  2. A minimum 60 semester hours completed;
  3. A minimum 2.00 cumulative GPA.
- I. REQUIRED: .0-11**  
11 semester hours of a single foreign language or ILR Level One competency as determined by an international business faculty adviser 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.)
  - II. Required sophomore- and junior-level Business core .18**  
ACCT 23020 Financial Accounting .3  
23021 Managerial Accounting .3  
ECON 22060 Principles of Microeconomics .3  
22061 Principles of Macroeconomics .3  
MKTG 25010 Marketing .3  
FIN 36053 Business Finance .3
  - III. Required senior-level Business core .9**  
MKTG 45060 International Marketing .3  
FIN 46064 International Business Finance .3  
ECON 42075 International Economic Relations .3
  - IV. ELECTIVES: .6**  
**6 semester hours from any one of the following focus areas .6**  
**European Focus Area**  
GEOG 37066 Geography of Europe (3)  
HIST 41017 17th-Century Europe (3)  
41018 18th-Century Europe: Age of Revolution (3)  
41020 19th-Century Europe (3)  
41024 Modern European History, 1914-1945 (3)  
41025 Modern European History, 1945 to Present (3)  
MCLS 21417 Multiculturalism in Today's Germany (3)  
23217 The Francophone Experience (3)  
28405 The Spanish Experience (3)  
POL 30520 European Politics (3)  
**African Focus Area**  
GEOG 37040 Geography of Africa (3)  
HIST 31130 History of African Civilization (3)  
41131 History of Africa to 1880 (3)  
41132 History of Africa, 1880-Present (3)

**International Business**

Global business is fast becoming an important part of the U.S. economy. The world that college graduates are facing will essentially be a triad of powers (the United States and, perhaps, Canada and Latin America; Europe; and Japan and its Asian neighbors) and a borderless world. This suggests a need to be

	41135	History of West Africa (3)
POL	30540	African Politics (3)
<b>Asian Focus Area</b>		
GEOG	37070	Geography of East and Southeast Asia (3)
	37079	Geography of South Asia (3)
HIST	31112	Chinese Civilization (3)
	41112	History of Modern China (3)
	41114	Economic History of East Asia in Modern Times (3)
	41116	History of Japan (3)
POL	30530	Asian Politics (3)
<b>Russian Focus Area</b>		
GEOG	37050	Geography of Russia and Commonwealth States (3)
POL	30543	Politics of Russia and Commonwealth States (3)
<b>Latin American Focus Area</b>		
GEOG	37084	Geography of South America (3)
	37085	Geography of Central America and Mexico (3)
HIST	31140	Modern Latin America (3)
	31141	Early Latin America (3)
	41142	Independence in Latin America (3)
	41143	20th-Century Mexico (3)
MCLS	28404	The Latin American Experience
POL	30551	U.S.-Latin American Relations (3)
	30550	Latin American Politics(3)
	<b>TOTAL</b>	<b>33-44</b>

*Note 1: Students with an interest in this minor are encouraged to take as their social science liberal education elective at least one of the courses listed below. Additional courses from this list may be used for either lower- or upper-division nonbusiness electives.*  
 GEOG 17063, World Geography  
 POL 10004, Political Institutions  
 POL 10500, World Politics

*Note 2: For selection of elective courses from the focus areas, or for consideration of courses not listed under a focus area, students should consult an international business faculty adviser/Undergraduate Programs Office adviser.*

*Note 3: For determination of minor course applicability toward baccalaureate degree requirements, advising by the students' College/School adviser is recommended.*

*Note 4: Satisfaction of all course prerequisites is required.*

*Graduation requirement: A minimum 2.25 GPA is required in the minor courses.*

**Management**

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

**Requirements for declaration of the minor:**

1. An officially declared major (no premajors, general or undeclared);
2. A minimum 60 semester hours completed; and
3. A minimum 2.00 cumulative GPA.

<b>I. REQUIRED:</b>	<b>.18</b>
ACCT 23020 Intro. to Financial Accounting	.3
M&IS 24163 Principles of Management	.3
34165 Dynamics of Leadership	.3
34180 Human Resources Management	.3
34185 Individual and Group Behavior	.3
44150 Total Quality Management	.3
<b>II. ELECTIVES:</b>	<b>.6</b>
<b>Choose two courses from the following:</b>	<b>.6</b>
ACCT 23021 Introduction to Managerial Accounting (3)	
COMM 20001 Interpersonal Communication (3)	
25863 Business and Professional Speaking (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)	
MKTG 25010 Marketing (3)	
<b>TOTAL</b>	<b>24</b>

*Graduation requirement: A minimum 2.25 GPA is required in the minor courses.*

**Marketing**

*The marketing minor is available to all Kent State students except marketing majors.*

*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
Select five from the following: . . . . .	15
MKTG 35025, Supply Chain Management (3)	
35035, Consumer Behavior (3)	
* 35050, Marketing Research (3)	
45045, Advertising and Promotion Mgmt. (3)	
45046, Personal Selling and Sales Management (3)	
45060, International Marketing (3)	
45071, Business Marketing and E-Commerce (3)	
45082, Retailing and Web-Based Merchandising (3)	
45091, Marketing Seminar (3)	
Up to 6 hours of Seminar	
<b>TOTAL</b>	<b>24</b>

The following requirements must be satisfied to declare the marketing minor:

1. Overall GPA of 2.25\* or greater.
2. 60 or more semester credit hours earned.

\*Students wishing to take Marketing Research should note the prerequisites: M&IS 24056, Fundamentals of Business Statistics (or its equivalent), and MKTG 25010, Marketing.

No more than two Marketing Seminar courses may be taken for minor degree credit.

Graduation requirement: A minimum 2.25 GPA is required in the minor courses.

\*This GPA is intended to be the same as that required of business students for admission into the business program.

**Military Studies**

Leadership styles, organizational structure and behavior, and a global perspective form the common ground between the military and business. This minor is a 24-credit-hour integrated program designed to enhance junior leader development and success in an

increasingly competitive world. Admission to this minor requires completion of the application process and consultation with the Military Science or Aerospace Studies faculty. Please note it is not limited only to those students enrolled in one of the military's pre-commissioning programs (Air Force or Army ROTC).

**I. REQUIRED Core Requirements: . . . . . 12**

All students in this minor must complete a 12-credit-hour core taken from the upper-division courses of the Military Science or Aerospace Studies program.

**Either:**

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

**Or:**

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

**II. Elective Courses: . . . . . 12**

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

**Historical and Political Role of the American Military:**

- GEOG 32080, Politics and Place (3)
- 34070, Economic Geography (3)
- 37050, Geography of Russia and the Commonwealth States (3)
- 37066, Geography of Europe (3)
- 37068, Geography of Africa (3)
- 37070, Geography of East and SE Asia (3)
- 37079, Geography of South Asia (3)
- 37084, Geography of South America (3)
- 37085, Geography of Central America and Mexico (3)
- 41074, Resource Geography (3)
- HIST 31024, World War II (3)
- 31118, Vietnam War (3)
- 41065, Sectional Conflict and Civil War (3)
- 41073, American Military History (1900-Present) (3)
- POL 30520 European Politics (3)
- 30530, Asian Politics (3)
- 30540, African Politics (3)
- 30550, Latin American Politics (3)

30551, U.S.-Latin American Relations (3)	
<b>Preparation for Officership</b>	
M&IS 34180, Human Resource Management (3)	
COMM 35852, Intercultural Communication (3)	
35864, Organizational Communication (3)	
CACM 32020, Strategic Planning (3)	
ECON 42085, Public Finance (3)	
ENG 20002, Technical Writing (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)	
	<b>TOTAL 24</b>

**CERTIFICATE PROGRAM**

**Leadership**

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

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

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

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

**Additional Requirements:**

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

• 2.5 cumulative GPA.

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

**MINORS IN OTHER COLLEGES/SCHOOLS**

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

*Arts and Sciences Minors*

The following minors within the College of Arts and Sciences are available to all undergraduate students at Kent State University. Please see pages 145-163 for program requirements.

- African Studies
- American Studies
- Anthropology
- Applied Conflict Management
- Applied Mathematics
- Asian Studies
- Biological Sciences
- British Studies
- Cartography
- Chemistry
- Classics
- Climatology
- Comparative Literature
- Computer Science
- Economics
- English
- French
- Geography
- Geology
- German
- German Studies
- Greek
- Health Care Ethics
- Hellenic Studies
- History
- Jewish Studies
- Justice Studies
- Latin
- Lithuanian Studies
- Mathematics
- North Atlantic Security Studies
- Pan-African Studies
- Paralegal Studies
- Philosophy
- Physics

Political Science  
 Pre-Law  
 Psychology  
 Religion Studies  
 Romanian Studies  
 Russian  
 Russian Studies  
 Sociology  
 Spanish  
 Urban Studies and Planning  
 Women's Studies  
 The Writing Minor

#### *Education*

The following minors within the College of Education are available to all undergraduate students at Kent State University. Please see pages 224-225 for program requirements.

Community Health Education  
 Human Sexuality

#### *Fine and Professional Arts*

The following minors within the College of Fine and Professional Arts are available to all undergraduate students at Kent State University. Please see pages 234-238 for program requirements.

Advertising  
 Art History  
 Communication Studies  
 Crafts  
 Dance\*  
 Design  
 Electronic Media  
 Family and Consumer Studies (General)  
 Gerontology  
 Hospitality Food Service Mgmt  
 Media Literacy  
 Music\*  
 Photo Illustration  
 Public Relations  
 Studio Art  
 Theatre  
 Visual Journalism

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

#### *School of Exercise, Leisure and Sport*

The following minors within the School of Exercise, Leisure and Sport are available to all undergraduate students at Kent State University. Please see pages 263-264 for program requirements.

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

#### *Technology*

The following minors within the School of Technology are available to all undergraduate students at Kent State University. Please see page 322 for program requirements.

Flight Technology  
 Electronic 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, graphic design or journalism major.

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

ALUMNI ADVISORY COUNCIL LEADERSHIP AWARDS—Presented annually to outstanding upperclass 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 a College of Business student 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.

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

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

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.

THE FARMERS INSURANCE GROUP OF COMPANIES SCHOLARSHIP—Presented to a College of Business Administration student with high scholastic ability and an interest in insurance, business administration or personnel.

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 and 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.

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.

NATIONAL ASSOCIATION OF ALUMINUM DISTRIBUTORS SCHOLARSHIP (NAPM)—Presented to a junior or senior marketing major who has successfully completed the purchasing management course and who has 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.

RISK INSURANCE MANAGEMENT SOCIETY SCHOLARSHIP—Presented to a College of Business finance major with interest in the field of insurance.

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

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

THE ROBERT WEBER SCHOLARSHIP—Presented to a student with high scholastic ability who has an interest in human resource management.

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

#### PROFESSIONAL ORGANIZATIONS FOR STUDENTS

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

A partial listing of these groups includes:

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

ALPHA MU ALPHA—National honorary society in marketing.

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

AMERICAN SOCIETY FOR QUALITY—Student chapter of ASQ. Open to all interested students.

BETA ALPHA PSI—National honorary society in accounting.

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

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

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

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

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

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

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

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

**OMICRON DELTA EPSILON**—National honor society in economics.

#### **BUSINESS ADVISORY COUNCIL**

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

##### *Current members include:*

Ray A. Andreas, Vice President and CFO, Lubrizol Corp., Wickliffe, Ohio.

Malvin Bank, Partner, Thompson, Hine & Flory, Cleveland, Ohio.

Jack Burke, Managing Principal, Roney and Co., Cleveland, Ohio.

Jack Crews, Project Manager, The Ferchill Group, Cleveland, Ohio.

Joseph P. Ditchman Jr., Senior Vice President and Director, Ostendorf-Morris Co., Cleveland, Ohio.

David Dix, Publisher and Editor, *The Record Courier*, Kent, Ohio.

Raymond W. Evans, Vice President, Titan Tire, Stow, Ohio.

Carol L. Gasper, Deputy General Counsel, Credit General Insurance, Beachwood, Ohio.

Gilbert B. Goldberg, District Director of Cleveland office of the Small Business Administration, Cleveland, Ohio.

Pamela Holmes, Vice President, Meridia Health Systems

Mary Christine Jackman, Treasurer, Finance Department of the City of Cleveland, Ohio.

Judith A. Jones, Senior Vice President of Society Asset Management, Key Corp., Cleveland, Ohio.

Michael R. Kennedy, Chairman and CEO, MRK Technologies Ltd., Independence, Ohio.

Daniel E. Klimas, Executive Vice Chair, Key Corp., Westlake, Ohio.

Joseph T. Kubic, President and Chief Executive Officer, Adcom Communications Inc., Cleveland, Ohio.

James A. Lisy Sr., Vice President, National City Investments, Cleveland, Ohio.

Craig Lucas, Senior Vice President, McDonald Investments, Cleveland, Ohio.

David W. McCauley, President & CEO, Grady McCauley, North Canton, Ohio.

Stanley R. Miller, Retired Vice President, Ameritech, Cleveland, Ohio.

Stuart D. Neidus, Executive Vice President and CEO, Essef Corp., Chardon, Ohio.

Gordon L. Ober, Vice President, New Ventures/The Davey Tree, Kent, Ohio.

Terry L. Persinger, Vice President and General Manager, Engineered Products Division, The Goodyear Tire and Rubber Co., Akron, Ohio.

Billie Rawot, Vice President and Controller, Eaton Corporation, Cleveland, Ohio.

Stanley C. Rose (Retired), Vice President for Merchandising, Distribution and Control, The Goodyear Tire and Rubber Co., Akron, Ohio.

Thomas P. Rudibaugh, Partner, Arthur Andersen LLP, Cleveland, Ohio.

R. Louis Schneeberger, Chief Financial Officer, Olympic Steel, Cleveland, Ohio.

R. Drew Sellers, Partner, Anderson Consulting, Cleveland, Ohio.

Mr. Michael D. Stoneking, Partner-in-Charge, Deloitte & Touche, Cleveland, Ohio.

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

Brian D. Tucker, Publisher, *Crain's Cleveland Business*, Cleveland, Ohio.

Jack Tucker, Faculty Liaison, College of Business Administration.

Stanley L. Ulchaker, Chairman and Chief Executive Officer, Edward Howard & Co., Cleveland, Ohio.

Robert F. Urich, City Executive Officer, Huntington National Bank, Kent, Ohio.

Frank Vaughn, Retired President, The Hoover Co., Aurora, Ohio.

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

#### **ALUMNI COUNCIL OF THE COLLEGE OF BUSINESS ADMINISTRATION**

The Business Administration Alumni Council (BAAC), composed of approximately 25 members, was established in 1972. Meeting three times per year, this group has enabled the college to maintain closer contact with its graduates. In addition to advice and suggestions for the dean, this group utilizes a committee approach to work on projects to benefit the college. Active involvement, membership recruitment and development are areas in which the council is currently active. Membership in the group is on a volunteer basis.

