

# COLLEGE OF BUSINESS

## Effective Instruction

The College of Business emphasizes effective teaching and participatory learning as the primary means to educate and prepare future business leaders. Faculty members are strongly committed to being involved with and accessible to Business students. The College attempts to provide relatively small class sections throughout the curriculum.

Effective teaching and participatory learning includes challenging our students through a variety of teaching methods. The College relies upon the case method, seminar presentation, skills performance methods (oral and written), discussion method, and experiential learning in addition to traditional lectures in the classroom. Relevant learning experiences, such as internships and co-ops, are also important components of the Business curriculum. These methods are used to:

1. involve students actively in their own education by requiring preparation and engagement;
2. instill in students the ability to educate themselves as a life-long habit; and
3. prepare students to more effectively and quickly bridge the gap to competent business leadership.

Business students receive a well-rounded business education. Students acquire integrated business knowledge the following set of robust business skills:

- Quantitative
- Analytical
- Collaboration and teamwork
- Written communication and presentation
- Problem solving

Business faculty are especially focused on preparing students to be data savvy and well-versed in business analytics.

Exposure to business practitioners - in and out of the classroom - assists in achieving these goals. The College of Business introduces students to an understanding of professionalism, public service responsibilities and the role of business in society. This requires that students develop a respect for learning and a preference for solutions that advance the public good. Further, the College emphasizes creativity, open-mindedness, ethical behavior, and diverse cultural perspectives.

Since the College's inception, equal emphasis has been placed on broad basic theoretical principles and immediate applied practices within the curriculum. Classroom knowledge is supplemented with a strong professional development program, contact with business practitioners, the College's excellent tradition of vibrant student organizations, and invited speaker programs, to help students engage with the business community.

Please visit the College of Business (<https://www.uakron.edu/cba/>) for more information.

## College Requirements

### Transfer/Transient Course Work

Some courses taken out of the University may be accepted in lieu of college requirements. The College will consider transfer/transient

coursework from regionally accredited community colleges and other accredited institutions in accordance with the State of Ohio transfer policies and requirements laid out in this Bulletin. Courses will be evaluated based on content, complexity, and grading standards. For use toward a Business program, students must have an earned grade of "C" or higher for any transfer/transient Business coursework.

### Continuation of the Baccalaureate Program

A Business student shall be subject to academic probation if the accumulated grade-point average for all courses is less than 2.0. College of Business students who are on academic probation for two consecutive semesters will be considered for academic dismissal. Probation and dismissal are decided by the Dean of the College in accordance with policies laid out in this Bulletin. Students on academic probation are required to meet with their College of Business academic advisor in order to make changes to the academic schedule as well as to participate in requirements for students on academic probation throughout the year.

### Degrees

The College of Business offers the following baccalaureate degrees: the Bachelor of Science in Accountancy, the Bachelor of Business Administration, the Bachelor of Arts in Economics, and the Bachelor of Science in Sport Analytics.

### Second Majors, Minors and Certificates

To earn a second major or minor within the College of Business, students must take at least 9 credit hours not already counting towards the primary major.

To earn a certificate, students must take at least 6 credit hours not already counting towards the primary major.

### Graduation Requirements

To graduate from the College of Business, students must earn the following grade point averages:

- 2.3 cumulative GPA
- 2.0 GPA in all Business and Economics courses
- 2.0 GPA in all Major required courses
- 2.0 GPA in College of Business Integrated Core courses

### Integrated Core Curriculum

The Integrated Core Curriculum is made of 45 credits and serves as the foundation of the business curriculum. The purpose of the Integrated Core Curriculum is to provide a basic understanding of the business disciplines, to contribute to a student's choice of major, and to fulfill prerequisites for courses in the major. See an advisor for more information on the core curriculum and related requirements.

The following learning goals form the foundation of the learning activities that occur within the Integrated Core Curriculum:

1. Demonstrate integrated business knowledge (accounting, business finance, marketing, business law, supply chain and operations management, management principles, business statistics and analytics, spreadsheet modeling, international business, and strategic management)
2. Analyze data using quantitative techniques
3. Be informed decision makers
4. Develop leadership and collaboration competencies
5. Use writing and oral communication skills to persuade and to mobilize action

6. Demonstrate a global perspective and cross-cultural awareness
7. Recognize and understand how to address ethical concerns

The Integrated Core Curriculum consists of 15 courses arranged in sequential order on which to build a foundation.

## Contact the College of Business

To declare a major, minor or certificate in the College of Business, meet with an academic advisor in the College of Business. Please visit the College of Business advising website to schedule an appointment with an advisor.

### College of Business Undergraduate Programs

<http://www.uakron.edu/business/advising> (<http://www.uakron.edu/business/advising/>)  
(330) 972-7042  
[businessadvising@uakron.edu](mailto:businessadvising@uakron.edu)  
College of Business room 260

- Accountancy (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/accountancy/>)
  - Accounting, BS (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/accountancy/accounting-bs/>)
- Economics (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/economics/>)
  - Business Data Analytics, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/economics/economic-data-analytics-bba/>)
  - Business Data Analytics, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/economics/business-data-analytics-cert/>)
  - Business Data Analytics, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/economics/business-data-analytics-minor/>)
  - Economics, BA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/economics/economics-ba/>)
  - Economics, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/economics/economics-minor/>)
  - Economics/JD Accelerated, BA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/economics/economics-jd-degree-accelerated-ba/>)
- Entrepreneurship (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/entrepreneurship/>)
  - Entrepreneurship, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/entrepreneurship/entrepreneurship-certificate/>)
  - Entrepreneurship, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/entrepreneurship/entrepreneurship-minor/>)
- Finance (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/finance/>)
  - Finance, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/finance/finance-business-majors-minor/>)
  - Financial Management, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/finance/financial-management-bs/>)
  - Financial Planning, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/finance/financial-planning-bs/>)
  - Financial Planning, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/finance/financial-planning-certificate/>)
  - Financial Planning, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/finance/financial-planning-minor/>)
  - Risk Management & Insurance, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/finance/risk-management-insurance-bs/>)
  - Risk Management & Insurance, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/finance/risk-management-insurance-certificate/>)
  - Risk Management & Insurance, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/finance/risk-management-insurance-minor/>)
- General Business (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/general-business/>)
  - Business Administration for Non-Majors, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/general-business/business-administration-non-majors-minor/>)
  - Business Administration, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/general-business/business-administration-bba/>)
  - Business Essentials for Engineering Majors, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/general-business/business-essentials-engineering-majors-minor/>)
  - Business Law/JD Degree Accelerated, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/general-business/business-law-jd-degree-accelerated-bba/>)
  - Business Undecided, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/general-business/business-undecided-bba/>)
- International Business (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/international-business/>)
  - International Business, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/international-business/international-business-bba/>)
  - International Business, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/international-business/international-business-certificate/>)
  - International Business, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/international-business/international-business-minor/>)
- Management (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/>)
  - Business Management, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/business-management-bs/>)
  - Data Analytics and Management, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/data-analytics-management-certificate/>)

- Esports Business, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/esports-business-certificate/>)
- Human Resource Management, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/human-resource-management-minor/>)
- Human Resources Management, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/human-resources-management-bs/>)
- Information Systems Management, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/information-systems-management-minor/>)
- Information Systems, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/information-systems-bs/>)
- Managing People, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/managing-people-certificate/>)
- Sport Analytics, BS (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/sport-analytics/>)
- Sport Business, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/sport-business/>)
- Sport Business, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/sport-business-certificate/>)
- Supply Chain Management, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/supply-chain-management-certificate/>)
- Supply Chain Management, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/supply-chain-management-minor/>)
- Supply Chain/Operations Management, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/management/supply-chain-operations-management-bs/>)
- Marketing (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/>)
  - Health Care Selling, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/health-care-selling-certificate/>)
  - Marketing, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/marketing-management-bs/>)
  - Marketing, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/marketing-minor/>)
  - Professional Selling for Engineering Majors, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/professional-selling-engineering-majors-certificate/>)
  - Professional Selling, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/professional-selling-certificate/>)
- Professional Selling, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/professional-selling-minor/>)
- Sales Management, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/sales-management-bs/>)