COLLEGE OF BUSINESS ADMINISTRATION

Effective Instruction
The College of Business Administration (CBA) 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 CBA students. The CBA 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 CBA 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.

CBA 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

CBA 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 CBA 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 CBA 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.

College Requirements
Requirements for Admission
To be admitted to a major in The College of Business Administration, students must have completed the courses listed below and have an overall grade-point average of 2.5 or higher:

- 3300:111 English Composition I and 3300:112 English Composition II
- 7600:105 Introduction to Public Speaking or 7600:106 Effective Oral Communication
- 3250:200 Principles of Microeconomics or 3250:201 Principles of Macroeconomics
- 6200:201 Accounting Principles I OR
- 6200:250 Spreadsheet Modeling & Decision Analysis OR
- 6300:201 Introduction to Entrepreneurship OR
- 6400:220 Legal & Social Environment of Business OR
- 6600:205 Marketing Principles

Other Admissions
Students accepted into the University Honors College as business majors are automatically admitted to a major in the College of Business Administration. Incoming freshmen with appropriate credentials may be admitted directly to a major in the College upon application to the University.

Freshmen who begin study in another major at the University, and would have met the requirements to be directly admitted to a major in the College of Business Administration, from high school, have until the last day of instruction in the first semester of their freshman year to change their major to the College of Business Administration.

Transfer Student Admission
Transfer students from accredited two-year and four-year colleges are welcome. Students from outside the University must meet the same grade-point average, credit hours and coursework standards of University of Akron students. Transfer students who have not met the above coursework and academic performance standards will be admitted as pre-major to the College until all admission requirements are met.

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 AACSB 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, grading standards and an earned grade of "C" or higher.

If transferring from another regionally accredited community college, it is anticipated that students will have devoted the major share of their academic effort to the completion of basic requirements in the general education and pre-business areas. The College will evaluate courses from regionally accredited non-AACSB accredited colleges for course-to-course transfer/transient substitution for CBA 100 and 200 level course only.

Continuation of the Baccalaureate Program
A CBA student shall be subject to academic probation if the accumulated grade-point average for all courses is less than 2.0. CBA 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.

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

Integrated Core Curriculum

The Integrated Core Curriculum is made of 36-39 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

Based on the declared major, the Integrated Core Curriculum will consist of at least 11 courses arranged in sequential order on which to build a foundation.