

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:

- involve students actively in their own education by requiring preparation and engagement;
- instill in students the ability to educate themselves as a life-long habit; and
- 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

Requirements for Admission

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

Code	Title	Hours
ENGL:111 & ENGL:112	English Composition I and English Composition II	6
COMM:105 or COMM:106	Introduction to Public Speaking Effective Oral Communication	3
ECON:200 or ECON:201	Principles of Microeconomics Principles of Macroeconomics	3
MATH:145 or MATH:210	Algebra for Calculus Calculus with Business Applications	4

Select one of the following:

ACCT:201	Accounting Principles I
ACCT:250	Spreadsheet Modeling & Decision Analysis
ENTRE:201	Introduction to Entrepreneurship
BLAW:220	Legal & Social Environment of Business
MKTG: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. Incoming first-year students with appropriate credentials may be admitted directly to a major in the College upon application to the University.

First-year students 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, from high school, have until the last day of instruction in the first semester of their first year to be admitted to the major based upon the high school credentials. After this time, students can be admitted to the College of Business based upon the above requirements.

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 College of Business 100 and 200 level courses only.

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:

- a. 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)
- b. Analyze data using quantitative techniques
- c. Be informed decision makers
- d. Develop leadership and collaboration competencies
- e. Use writing and oral communication skills to persuade and to mobilize action
- f. Demonstrate a global perspective and cross-cultural awareness
- g. 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

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/>)