GENERAL BUSINESS

The general Business Administration majors and minors are designed to enrich a student’s academic and professional experience.

The Business Administration major is intended to offer a comprehensive approach across the 4 primary areas of business including Accounting, Finance, Management and Marketing. Students who intend to pursue careers in small business management, whether by creating or acquiring a business, or perhaps taking over a family business enterprise, may find the flexibility of this degree program best for them. Other students with more full-time professional experience may also prefer the broader course selection available in this degree program.

The Business Administration major requires students to complete the College of Business core curriculum and 27 credit hours from specified courses. Students in this major must also complete an approved College of Business minor.

The General Business Administration minors are designed for students in a major outside of the College of Business to enrich their academic experience and increase their potential career opportunities. Due to prerequisites, students should allow two years to complete a minor in the College of Business. Some courses include 3450:145 Algebra for Calculus as a prerequisite.

The Undecided Business major is designed for students in the College of Business who are uncertain about which major in the College of Business to declare. Ideally, students should select a major by the start of their Sophomore year of college.

To declare a major or minor, please make an appointment with a College of Business Academic Advisor by calling 330.972.7042 or scheduling an appointment online at https://www.uakron.edu/business/advising.

• 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 Undecided, BBA (https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/general-business/business-undecided-bba/)

Business Studies (6100)

6100:100 Career Planning in Business Administration (1 Credit)
Examines the academic, professional, and personal skills required for a successful business career. Develops student career plan. Provides exposure to the variety of career opportunities available in public and private sector organizations.

6100:101 Business Issues in a Connected World (3 Credits)
An introductory course that examines the ‘forces’ that are changing how business will be conducted in the 21st century, the ‘factors’ that determine the success of firms and the impact of both on individuals as consumers and professionals.

6100:110 College of Business Success Seminar (1-3 Credits)
This course is designed to help new College of Business students transition from high school or work to the college environment and begin the career development process.

6100:200 Personal Leadership Skills (1 Credit)
Prerequisite: Must have completed 32 credit hours. An introductory course that will expose students to leadership theory and practice in organizations. Students will have an opportunity to self-reflect and investigate leadership styles, ethical issues and influence methods.

6100:201 Introduction to E-Business (3 Credits)
Prerequisite: 24 credits. Provides a broad overview of e-business strategies, products and technologies. Discusses transformation of marketing, production and other business functions; and related legal, political, ethical and cultural issues.

6100:220 Global Culture and Business Field Experience (1-3 Credits)
Prerequisite: Sophomore or greater standing. Students travel on faculty led trips and study international business practices. Global business practices are examined and aspects of local culture are explored.

6100:230 Business Communication (3 Credits)
Prerequisites: 3300:111, 3300:112, and [7600:105 or 7600:106]. Students will obtain the knowledge and ability use writing and oral communication skills in a professional environment to effectively persuade others and to mobilize action among various organizational stakeholders.

6100:350 Special Topics in Business (1-3 Credits)
Opportunity to study special topics and current issues in business. May be repeated with a change of subject.

6100:495 Internship in Business Administration (3 Credits)
Prerequisite: Permission of designated faculty member. On-the-job experience with public or private sector organizations in the student’s major field of study. Individual assignments are approved and supervised by the designated member of the faculty in the student’s major field. Periodic reports and term papers are required.

6100:497 Honors Project in Business Administration (1-3 Credits)
Prerequisite: Junior standing in Honors Program. Individual directed research relevant to the student’s major. Group integrated symposium or an individualized study format available.

6100:499 Independent Study in Business Administration (3 Credits)
Prerequisite: Permission of designated faculty member. Provides a means for individualized study of a problem(s) or issue in the student’s major field of study.