COLLEGE OF BUSINESS ADMINISTRATION PROGRAMS OF INSTRUCTION

Learn more about the undergraduate degree programs of instruction offered by the College of Business Administration. For specific curriculum guides for bachelor’s degrees, minors and certificates offered through the College, see the Undergraduate Curriculum Guides (https://www.uakron.edu/academics_majors/curriculum-guides) section of the Undergraduate Bulletin.

3250: Economics

Economics is the study of choice in a world with scarce resources. Students majoring in economics develop their analytical and problem-solving skills while exploring theories of economic systems and their application to a large number of fields. These fields range from finance and international trade to poverty reduction and environmental problems.

Graduates are employed in both the private and public sectors in a wide range of careers. For example they can be found as financial analysts, management trainees, human resource managers, city and state economists, bank examiners or health care administrators. An economics degree is an excellent background for entrance into professional programs such as law or the MBA. A joint major is a very useful option for students studying in other fields.

Degrees

• BA in Economics

Bachelor of Arts

The BA program has core courses in theory and in quantitative and computer methods as well as a number of economics electives. If they wish, students can choose field electives relating to career tracks: business, banking and international economics, public policy or graduate school (see below). In one of their final field courses, students develop and carry out a senior project that shows their ability to apply what they have learned, both analytically and quantitatively. For potential employers, it provides an important demonstration of what an economics graduate can do

6100: General Business

This degree program is intended to offer flexibility to the student. Some 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 Bachelor in Business Administration (BBA) General Business program requires students to complete the CBA core curriculum and 27 credit hours from specified courses. Students majoring in general business must complete an approved college of business minor.

6200: Accountancy

The George W. Daverio School of Accountancy prepares students to become competent and responsible accounting professionals and business leaders. Accounting is essential for planning, decision-making, control and performance evaluation in all types of organizations, including business, government and non-profit entities. Accounting also supports the need for accountability and transparency in every organization, regardless of size, complexity or location. Government and regulatory organizations (e.g. the Internal Revenue Service and the Securities & Exchange Commission) rely heavily on accountants to support compliance with various laws and regulations. A need for accounting exists whether an organization is small or large, global or domestic, for profit or not-for-profit, listed or not listed on a stock exchange. Thus, an accounting major offers a wide range of opportunity for future success as a professional.

Students who major in accounting at The University of Akron are generally recruited for professional careers in financial reporting, cost management and control, financial management, financial analysis, internal auditing, external auditing, taxation, information systems audit and control, financial forensics and consultancy. Organizations that recruit accounting majors include public accounting firms, major corporations, small and medium size enterprises, government agencies and non-profit organizations. There are exceptional opportunities for professional advancement regardless of career path and the type of institution a graduate may choose.

Professional certification is vital for accounting professionals. We recommend the Certified Public Accountant (CPA) credential for all of our graduates. Ohio law requires 150 semester credit hours of college level education as a prerequisite for the CPA examination. We strongly encourage our students to pursue the Accelerated BS/MS Accounting or the Accelerated BS/Master of Taxation program as a path to earning the 150 credits needed for CPA exam eligibility.

CPA certification is needed for successful careers in public accounting; it is also highly valuable for careers in corporations, government agencies and other organizations. In addition to the CPA, other certifications that students may pursue include Certified Management Accountant (CMA), Certified Internal Auditor (CIA), Certified Information Systems Auditor (CISA) and Certified Fraud Examiner (CFE).

6400: Finance

The primary mission of the Department of Finance is to provide a quality education to students that will prepare them for leadership positions within the finance profession in business. Students acquire financial knowledge and skills that can be applied in a variety of environments.

UA’s four-year finance degree provides students with the opportunity to acquire general business and financial problem-solving skills – with a concentrated study in Financial Management, Financial Planning, or Risk Management and Insurance (RMI).

Graduates in finance develop the skills to: Succeed in financial management of both businesses and not-for-profit organizations; Make effective decisions regarding financial analysis, cash management, raising capital, funding new products, and mergers and acquisitions; Advise people in planning their personal finances to enhance their standard of living during their working years and in retirement; and Identify, analyze, and manage financial and operational risks that are inherent in both personal and business settings.

Financial Management develops students’ ability to apply the principle of finance to management of a firm. While the curriculum focuses on the corporation, the skills acquired apply to any organization requiring financial management. Career opportunities include: Chief financial officers; Bank loan officers, credit managers, operations managers and
Financial analysts; Corporate credit managers; and Participants in all phases of mergers and acquisitions

Financial Planners do what many people don't like doing for themselves: Figure out how to manage their money. By meeting with clients and then helping them determine budgeting plans, investing decisions, insurance needs and other financial to-do's, financial planners get clients on track and help them stay focused on meeting their financial goals. This major qualifies students to sit for the Certified Financial Planner® (CFP®) Exam. Career opportunities include: Financial Planner; Paraplanner; Customer Service Associate; Wealth Management; and Portfolio Manager

RMI prepares students to identify, analyze and manage financial and operational risks that are inherent in both personal and business settings. They study property, liability, health and life insurance, employee benefit programs and government insurance programs. The RMI industry is dynamic and changing rapidly and employment opportunities are high. Careers in this field encompass three broad categories: corporate risk management, corporate insurance professional and insurance sales. Career opportunities include: Loss control specialist/underwriter; Risk analyst/auditor; Claims adjuster/manager; Agency sales/service; and Bank compliance officer.

6500: Management
The Department of Management provides opportunities for students to prepare for three different majors: Human Resources Management, Supply Chain/Operations Management and Information Systems Management. Each major provides a solid foundation of general management skills needed by organizations today. Businesses, as well as non-profit institutions, face complex environments with multiple challenges and opportunities. The Department of Management faculty members interact regularly with business leaders to ensure that our students are prepared with the cutting-edge knowledge and skills required to obtain the best jobs.

The Human Resource Management major prepares students for jobs as Human Resource Management (HRM) professionals, as well as general managers. It is generally the people with talent that make one organization more successful than another. HRM professionals are the keys to the acquisition and use of talent in organizations to support strategy. HRM professionals oversee the recruitment, hiring, training and compensation of employees. They also design systems for performance management, guide labor relations, ensure legal compliance and monitor employee safety.

The Supply Chain/Operations Management major is central for the success of almost every business. Supply Chain/Operations deals with getting the right product, to the right place, at the right time, in the right condition, at the right price. It is a growing interdisciplinary field that involves building relationships with organizations around the world. Professionals in this area must understand procurement and sourcing, inventory control, logistics and transportation, import and export management, manufacturing and service operations, and negotiation and customer satisfaction skills. This major prepares students to be professionals in the broad supply chain field.

The Information Systems Management major prepares students to be business professionals that direct the technology-related activities of organizations. Graduates understand how to design and access computer systems in order to ensure good business decisions. Information Systems (IS) professionals work with executives to define, plan and achieve the technical goals of the company. IS professionals understand databases, networks, data analytics and system analysis.

Students graduate from this program with the combination of technical and business expertise that organizations need for success.

A graduate with a degree in a management discipline will have many employment opportunities with firms in staff, supervisory and other professional positions. In addition, the graduate has the fundamental preparations to undertake advanced studies leading to a graduate degree.

6600: Marketing
Marketing is about the creation of value. The object of this creation can be a product, a service, a cause, a person or an idea. The American Marketing Association defines marketing as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” Ultimately, great marketing is about creating customer commitment to the products, services and ideas that one produces. The discipline is built on learning the core practices associated with bringing a product/service/idea to market including product design and development, distribution, promotion and pricing. It also focuses on how to keep products competitive through branding, customer service and innovation. It is now generally accepted that the marketing perspective, a perspective that puts the customer first, can improve the operation of any organization, including not-for-profit organizations and government agencies.

Given the rather broad and encompassing view of marketing, it is not surprising that a significant proportion of the workforce is employed in some aspect of the field. Many individuals with a marketing degree, particularly in smaller firms, become marketing managers responsible for all marketing related activities of the firm. Many others specialize in one specific area. Some of the more common areas include digital marketing, advertising and promotion, sales and sales management, brand management, product development and planning, marketing research & analytics, customer relationship management, media management and retail buying or merchandising. To accommodate the various career track options in marketing, the marketing department offers three majors: Marketing Management, Sales Management and Integrated Marketing Communications.

Each program is designed to provide the student with a full set of fundamental skills and work place competencies essential for success and advancement. Both theory and practice are stressed through a series of foundation courses that focus not only on “what to do,” but “how to do it” and professional capstone experiences through projects with real companies, internships and/or professionally taught specialty courses on state-of-the-art marketing practices.

Our majors must meet all requirements of
1. the General Education Program,
2. the Pre-major Program,
3. the College of Business Administration Core Program,
4. the required foundation courses within each program,
5. the electives within each program, and
6. the professional experiences component of the program.

Students should give careful thought to the pursuit of a dual major. By adding a limited number of credit hours, students can combine any two of the four majors offered by the Department of Marketing. For example, a student could pursue a double major in sales management and marketing management or marketing management and international
business. Double majors are one of the best methods for expanding your career specializations and opportunities. Check with your CBA advisor to determine the specific requirements for the double major of your choice.

6800: International Business

Rapid globalization of business is converging around dynamic changes in the physical, political, economic, and cultural environments of organizations. This unprecedented wave of rapid change creates new opportunities and challenges that must be managed effectively. Our curriculum is designed specifically to prepare graduates to effectively manage the change and complexity that the wave of globalization brings with it. Special emphasis is placed on the process of foreign market entry. Carefully articulated course offerings and contents cut across accounting, finance, management, marketing and technology. Notable highlights include a required approved study abroad program, proficiency in a foreign language and a minor specialization. The integrative nature of our program stands at the intersection of theory and practice to provide a balanced approach, functional specialization and a broader cultural perspective.

Students majoring in International Business must complete one of the approved minors for a minimum of 18 credits. The areas that can be used for the minor include: in the College of Business Administration – Consumer Marketing, Database Marketing, Entrepreneurship, Finance for Business Majors, Financial Planning, Human Resource Management, Management Information Systems, Supply Chain/Operations Management and Sales Management; in the College of Arts & Sciences – Economics, Labor Economics, English, Mathematics/Applied Mathematics and General Philosophy.

All International Business majors must also participate in an approved study abroad program which includes the completion of 6800:406 Travel Abroad. To satisfy the study abroad program, foreign students must choose a country other than their home country. All approved study abroad programs should meet at least 40 contact hours of learning to satisfy the completion requirement for 6800:406 Travel Abroad.

All International Business majors must complete a language requirement, which requires completion of English and another language. The other language must be an approved foreign language sequence with a minimum of 11 credits. Students with a native language other than English, can opt out of the second language (their native language) requirement by getting a ‘pass’ grade in the ‘language placement test’ administered by the Counseling Center, bypassing the credits for the second language.

To receive a Bachelor in Business Administration degree with a major in International Business, each student must successfully complete the

1. General Education program requirements,
2. Pre-Business program requirements,
3. College of Business Administration Core requirements,
4. required courses within the International Business major,
5. completion of two languages, with one being English,
6. specialization in a minor, and
7. participation in an approved study abroad program.