

The following table outlines how transfer credits will be applied to the Bachelor of Business Administration degree at Kent State University for students who completed an Associate of Arts or Associate of Science degree via the Ohio Guaranteed Business Transfer Pathway. The OGTP designation guarantees the transfer and applicability of credits, but does not guarantee admission to a program. Some bachelor-degree granting business programs may be competitive, and students should check with individual institutions for their program admission requirements.

COURSE EQUIVALENCIES FROM THE ASSOCIATE DEGREE	Course Number	Credit Hours
GENERAL EDUCATION REQUIREMENTS/OHIO TRANSFER 36		
First Writing (TME001) course	ENG 11011 or ENG 11002	3
Business Calculus (TMM013) or Calculus I (TMM005)	MATH 11012 or MATH 12002	3-5
Any Ohio Transfer 36 approved Arts and Humanities course	Ohio Transfer 36 Elective*	3
Any Ohio Transfer 36 approved Arts and Humanities course	Ohio Transfer 36 Elective*	3
Microeconomics (OSS004)	ECON 22060	3
Any Ohio Transfer 36 approved Social and Behavioral Sciences course (except economics)	Ohio Transfer 36 Elective*	3
Any Ohio Transfer 36 approved Natural Sciences course	Ohio Transfer 36 Elective*	3
Any Ohio Transfer 36 approved Natural Sciences course with lab	Ohio Transfer 36 Elective*	4
Macroeconomics (OSS005)	ECON 22061	3
Public Speaking (OCM013), Oral Communication, or Second Writing (TME002) course ¹	COMM 15000 or ENG 21011	3
Any Ohio Transfer 36 approved Electives	Ohio Transfer 36 Electives*	6
PRE-MAJOR/BEGINNING MAJOR		
Legal Environment of Business (OBU004)	FIN 26074 (under review) ²	3
Business Communications (OBU005)	ENG 30063	3
Principles of Marketing (OBU006) ¹	MKTG 25010	3
Business Statistics (OBU013) ^{1,3}	MGMT 24056 (to be submitted) ²	3
Introduction to Financial Accounting (OBU010) ¹	ACCT 23020	3
Introduction to Managerial Accounting (OBU011) ¹	ACCT 23021	3
Management and Organizational Behavior (OBU012) ¹	MGMT 24163 (under review) ²	3
OTHER RECOMMENDATIONS		
Computer Applications/Introduction to Basic Software/Computer Course ¹	CIS 24053 (required)*	0-3
First Year Experience and/or Introduction to Business	Varies	0-3
TOTAL HOURS FROM ASSOCIATE DEGREE:		60-65

(*) Indicates that coursework will be evaluated for applicable equivalency upon transfer at the university. If a Transfer Assurance Guide (TAG) course is taken, the approved course equivalency will be awarded.

¹ Kent State University College of Business has minimum grade requirements for certain courses depending on the student's major. Please review the [Kent State University Catalog](#) for minimum grade requirements for your intended major.

² "To be submitted" or "under review" indicate that the course does not currently carry the statewide course equivalency guarantee. However, the institution is working toward this goal and will act in good faith to ensure the appropriate equivalency is given that counts toward the degree.

³ Institutions with approved matches for OBU009 may continue to use that equivalency through the expiration of OBU009 at the end of fall 2020 while institutions prepare to submit a course match to the new Business Statistics (OBU013) TAG. If a community college does not offer a business statistics, TMM010 is accepted as a substitute for the intended match to OBU013 indicated above.



Kent State University

Business

Bachelor of Business Administration

Effective beginning Academic Year 2018-19 (Last revised October 11, 2021)

The following additional coursework will be required to complete the Bachelor of Business Administration degree at Kent State University after a student has completed their Associate of Arts or Associate of Science Ohio Guaranteed Business Transfer Pathway degree. Some bachelor-degree granting business programs may be competitive and admission into the program is not guaranteed. Students should check with individual institutions for their program admission requirements.

The College of Business Administration offers majors in Accounting; Business Analytics; Business Management; Computer Information Systems; Economics; Entrepreneurship; Finance; General Business; Human Resource Management; Managerial Marketing; and Marketing.

REMAINING COURSEWORK TO COMPLETE BACHELOR'S DEGREE		Course Number	Credit Hours
General Education:	College Writing II (Second Writing) (if not taken as part of the associate degree)	ENG 21011	0-3
General Education:	Introduction to Human Communication (Oral Communication) (if not taken as part of the associate degree)	COMM 15000	0-3
Additional Major Requirements:	Introduction to Computer Applications (if not taken as part of the associate degree, check with your advisor to ensure transferability)	CIS 24053	0-3
Additional Major Requirements:	Advanced Professional Development	BUS 30062	3
Additional Major Requirements:	Business Finance	FIN 36053	3
Additional Major Requirements:	Operations Management	MGMT 34060	3
Additional Major Requirements:	Introduction to Professional Development	UC 10162	1
Major:	Major Courses (see following pages for major courses) ¹	Varies	27-36
General Electives:	General Electives (Total credit hours depend on earning 120 credit hours including 39 upper-division credit hours)	Varies	0-23
REMAINING COURSEWORK TO COMPLETE BACHELOR'S DEGREE TOTAL:			55-60
Advising Notes: Completion of the Ohio Transfer 36 will satisfy the entire set of Kent Core requirements. ¹ The Entrepreneurship major is a lock step program. Students wanting to pursue this major MUST take ENTR 27056 Introduction to Entrepreneurship before transferring to Kent State University. ENTR 27056 is offered online. The Managerial Marketing major is also a lock step program and is fall start only. MMTG courses are only offered during certain semesters.			

COMPLETE BACHELOR'S DEGREE	Total Credit Hours
BACHELOR'S DEGREE TOTAL:	120

SPECIAL NOTES
For more information, please contact: Director, Undergraduate Programs Office (330) 672-2872 https://www.kent.edu/business

The following courses are examples of majors at Kent State University. Students should work with their academic advisor in selecting courses for their major.

ACCOUNTING		Course Number	Credit Hours
Course 1:	Law of Commercial Transactions	FIN 36072	3
Course 2:	Integrated Business Policy and Strategy	MGMT 44285	3
Course 3:	Intermediate Financial Accounting I (Min C Grade)	ACCT 33001	3
Course 4:	Introduction to Accounting Systems (Min C Grade)	ACCT 33004	3
Course 5:	Cost Accounting (Min C Grade)	ACCT 33010	3
Course 6:	Intermediate Financial Accounting II (Min C Grade)	ACCT 33012	3
Course 7:	Accounting Data Analytics (Min C Grade)	ACCT 43009	3
Course 8:	Principles of Auditing (ELR) (WIC) (Min C Grade)	ACCT 43010	3
Course 9:	Income Taxation I - Individual Taxation (Min C Grade)	ACCT 43031	3
Major Electives:	Select three accounting electives (see advisor for elective options)	Varies	9
ACCOUNTING TOTAL:			36
Progression Requirements: <ul style="list-style-type: none"> • Minimum 2.000 overall GPA • Minimum C grade in COMM 15000, ENG 21011, MATH 11010 (or placement out of MATH 11010), and all accounting major required and elective courses • Completion of CIS 24053; • Minimum B- grade in ACCT 23020 and ACCT 23021 If a student does not have a minimum B- in both ACCT 23020 and ACCT 23021, but has a minimum 2.700 average GPA in ACCT 23020 and ACCT 23021, the student can apply to the Department of Accounting to be considered for an override to be admitted to junior-level accounting courses. Graduation requirements: minimum 2.00 major and minimum 2.00 overall GPA			

BUSINESS ANALYTICS		Course Number	Credit Hours
Course 1:	Law of Commercial Transactions	FIN 36072	3
Course 2:	Integrated Business Policy and Strategy	MGMT 44285	3
Course 3:	Data Management and Business Intelligence I	CIS 44043	3
Course 4:	Programming for Problem Solving in Sciences or Introduction to Emerging Media and Technology or Creative Coding	CS 10062 or EMAT 10010 or EMAT 15310	3-4
Course 5:	Business Analytics II	MGMT 34156	3
Course 6:	Systems Simulation	MGMT 44011	3
Course 7:	Data Visualization	MGMT 44050	3
Course 8:	Machine Learning	MGMT 44051	3
Course 9:	Capstone in Business Analytics (ELR) (WIC)	MGMT 44099	3
Major Electives:	Select two major electives (see advisor for elective options)	Varies	6
BUSINESS ANALYTICS TOTAL:			30-31
Progression Requirements: <ul style="list-style-type: none"> • Minimum 2.500 overall GPA • Minimum C grade in the following courses: CIS 24053 and COMM 15000 and ENG 21011 (or HONR 20197) and MATH 11010 (or placement out of MATH 11010) and MGMT 24056. Graduation requirements: minimum 2.00 major and minimum 2.00 overall GPA			

The following courses are examples of majors at Kent State University. Students should work with their academic advisor in selecting courses for their major.

BUSINESS MANAGEMENT		Course Number	Credit Hours
Course 1:	Law of Commercial Transactions	FIN 36072	3
Course 2:	Business Analytics II	MGMT 34156	3
Course 3:	Integrated Business Policy and Strategy	MGMT 44285	3
Course 4:	Dynamics of Leadership or Learning to Lead	MGMT 34165 or MGMT 34175	3
Course 5:	Human Resource Management	HRM 34180	3
Course 6:	Individual and Group Behavior in Organizations	MGMT 34185	3
Course 7:	Project Management	MGMT 44152	3
Course 8:	Global Business Management (WIC)	MGMT 44163	3
Course 9:	Business Consulting and Practicum (ELR)	MGMT 44392	3
Major Electives:	Select two major electives (see advisor for elective options)	Varies	6
BUSINESS MANAGEMENT TOTAL:			33
Progression Requirements:			
<ul style="list-style-type: none"> • Minimum 2.500 overall GPA • Minimum C grade in COMM 15000, ENG 21011, MATH 11010 and MGMT 24163. 			
Graduation requirements: minimum 2.50 major and minimum 2.50 overall GPA			

COMPUTER INFORMATION SYSTEMS		Course Number	Credit Hours
Course 1:	Business Analytics II	MGMT 34156	3
Course 2:	Integrated Business Policy and Strategy	MGMT 44285	3
Course 3:	Cloud Systems Computing (Min C+ Grade)	CIS 24165	3
Course 4:	Cloud Infrastructure and Applications	CIS 24167	3
Course 5:	Business Modeling and Agile Design	CIS 34034	3
Course 6:	Creating Intuitive Systems	CIS 34167	3
Course 7:	Project Management and Team Dynamics	CIS 44007	3
Course 8:	Programming for The Cloud	CIS 44040	3
Course 9:	Data Management and Business Intelligence I	CIS 44043	3
Course 10:	Cloud Systems Integration (ELR) (WIC)	CIS 44048	3
Course 11:	Business Experience and Internship (ELR)	CIS 44292	3
Major Elective:	Select one major elective (see advisor for elective options)	Varies	3
COMPUTER INFORMATION SYSTEMS TOTAL:			36
Progression Requirements:			
<ul style="list-style-type: none"> • Minimum 2.500 overall GPA • Minimum C grade in COMM 15000, ENG 21011 (or HONR 20197) and MATH 11010 (or placement out of MATH 11010) • Minimum C+ grade in both CIS 24053 and CIS 24165 			
Graduation requirements: minimum 2.50 major and minimum 2.50 overall GPA			

The following courses are examples of majors at Kent State University. Students should work with their academic advisor in selecting courses for their major.

ECONOMICS		Course Number	Credit Hours
Course 1:	Integrated Business Policy and Strategy	MGMT 44285	3
Course 2:	Intermediate Microeconomic Theory and Applications (Min C- Grade)	ECON 32040	3
Course 3:	Intermediate Macroeconomic Theory and Policy (Min C- Grade)	ECON 32041	3
Course 4:	Applied Econometrics I (ELR) (Min C- Grade)	ECON 32050	3
Course 5:	Senior Seminar in Economics (WIC) (Min C Grade)	ECON 42191	3
Major Electives:	Economics (ECON) Upper-Division Electives (30000 or 40000 level)	Varies	12
ECONOMICS TOTAL:			27
Progression Requirements:			
<ul style="list-style-type: none"> • Minimum C- grade in ECON 32040, ECON 32041 and ECON 32050 • Minimum C grade is in ECON 42191 			
Graduation requirements: minimum 2.250 major and minimum 2.250 overall GPA			

ENTREPRENEURSHIP		Course Number	Credit Hours
Course 1:	Business Analytics II or Marketing Analytics	MGMT 34156 or MKTG 35061	3
Course 2:	Integrated Business Policy and Strategy	MGMT 44285	3
Course 3:	Introduction to Entrepreneurship (Min C Grade)	ENTR 27056	3
Course 4:	Speaker Series in Entrepreneurship	ENTR 27466	1
Course 5:	Entrepreneurial Tools (Min C Grade)	ENTR 37040	3
Course 6:	Sales in The Entrepreneurial Venture	ENTR 37045	3
Course 7:	Entrepreneurial Finance	ENTR 37065	3
Course 8:	Entrepreneurial Marketing	ENTR 37075	3
Course 9:	New Venture Creation (WIC) (Min C Grade)	ENTR 37080	3
Course 10:	Entrepreneurial Experience I (ELR) (Min C Grade)	ENTR 47048	3
Course 11:	Entrepreneurial Experience II (Min C Grade)	ENTR 47049	3
Major Elective:	Select one major elective (see advisor for elective options)	Varies	3
ENTREPRENEURSHIP TOTAL:			34
The Entrepreneurship major is a lock step program. Students wanting to pursue this major MUST take ENTR 27056 Introduction to Entrepreneurship (minimum C grade) before transferring to Kent State University if they wish to be able to complete an Entrepreneurship major within an additional two years/four semesters of full-time coursework at Kent State University. ENTR 27056 is offered online.			
Progression Requirements:			
<ul style="list-style-type: none"> • Minimum 2.250 overall GPA • Minimum C grade in COMM 15000, ENG 21011, ENTR 27056, ENTR 37040, ENTR 37080 and MATH 11010 			
Graduation requirements: minimum 2.250 major and minimum 2.250 overall GPA			

The following courses are examples of majors at Kent State University. Students should work with their academic advisor in selecting courses for their major.

FINANCE		Course Number	Credit Hours
Course 1:	Integrated Business Policy and Strategy	MGMT 44285	3
Course 2:	Introduction to Financial Modeling (Min C Grade)	FIN 26085	1
Course 3:	The Financial System (Min C Grade)	FIN 36051	3
Course 4:	Intermediate Corporate Finance (Min C Grade)	FIN 36054	3
Course 5:	Intermediate Investments (Min C Grade)	FIN 36059	3
Course 6:	Advanced Financial Modeling (Min C Grade)	FIN 36085	3
Course 7:	Applied Financial Management Strategies (ELR) (WIC) (Min C Grade)	FIN 46059	3
Course 8:	International Business Finance (Min C Grade)	FIN 46064	3
Major Electives:	Select three Accounting or Finance electives (no more than 6 hours can be counted from ACCT courses - see advisor for elective options)	Varies	9
FINANCE TOTAL:			31
Progression Requirements: <ul style="list-style-type: none"> • Minimum 2.000 overall GPA • Minimum C grade in COMM 15000, ENG 21011, MATH 11010 (or placement out of MATH 11010), FIN 26085 and FIN 36053 and all required finance (FIN) major courses. Graduation requirements: minimum 2.00 major and minimum 2.00 overall GPA			

GENERAL BUSINESS		Course Number	Credit Hours
Course 1:	Business Analytics II	MGMT 34156	3
Course 2:	Financial Reporting Issues And Analysis	ACCT 33061	3
Course 3:	Money, Credit and Banking or International Economic Relations	ECON 32025 or ECON 42075	3
Course 4:	Introduction to Entrepreneurship	ENTR 27056	3
Course 5:	Individual Investment Strategies	FIN 36063	3
Course 6:	Human Resource Management or Dynamics of Leadership or Individual and Group Behavior In Organizations	HRM 34180 or MGMT 34165 or MGMT 34185	3
Course 7:	Using Information Systems for Solving Business Problems	MGMT 34054	3
Course 8:	Management Capstone (ELR) (WIC)	MGMT 44299	3
Course 9:	Consumer Behavior or Advertising and Promotion Management	MKTG 35035 or MKTG 45045	3
Major Elective:	Select one major elective (see advisor for elective options)	Varies	3
GENERAL BUSINESS TOTAL:			30
Progression Requirements: <ul style="list-style-type: none"> • Minimum 2.000 overall GPA • Minimum C grade in COMM 15000, ENG 21011 and MATH 11010 (or placement out of MATH 11010) Graduation requirements: minimum 2.00 major and minimum 2.00 overall GPA			

The following courses are examples of majors at Kent State University. Students should work with their academic advisor in selecting courses for their major.

HUMAN RESOURCE MANAGEMENT		Course Number	Credit Hours
Course 1:	Integrated Business Policy and Strategy	MGMT 44285	3
Course 2:	Human Resource Management (Min C Grade)	HRM 34180	3
Course 3:	Developing and Training Human Resources in Organizations	HRM 44183	3
Course 4:	Staffing Human Resources	HRM 44185	3
Course 5:	Global Human Resource Management (WIC)	HRM 44445	3
Course 6:	Business Experience and Internship in Human Resource Management (ELR) or Human Resource Business Consulting and Projects (ELR)	HRM 44492 or HRM 44499	3
Course 7:	Performance Management and Compensation Systems	HRM 44660	3
Course 8:	Human Resource Analytics and ERP Systems	HRM 44763	3
Course 9:	Individual and Group Behavior in Organizations	MGMT 34185	3
Major Elective:	Select two major electives (see advisor for elective options)	Varies	6
HUMAN RESOURCE MANAGEMENT TOTAL:			33
Progression Requirements:			
<ul style="list-style-type: none"> • Minimum 2.500 overall GPA • Minimum C grade COMM 15000, ENG 21011, HRM 34180 and MATH 11010. 			
Graduation requirements: minimum 2.50 major and minimum 2.50 overall GPA			

MANAGERIAL MARKETING		Course Number	Credit Hours
Course 1:	Business Analytics II or Marketing Analytics	MGMT 34156 or MKTG 35061	3
Course 2:	Integrated Business Policy and Strategy	MGMT 44285	3
Course 3:	Marketing Tools (WIC) (Min C Grade)	MMTG 35011	3
Course 4:	Research for Marketing Decisions	MMTG 35021	3
Course 5:	Marketing Tools Laboratory	MMTG 35024	1
Course 6:	Marketing Communications Laboratory	MMTG 35025	1
Course 7:	Marketing Research Laboratory	MMTG 35026	1
Course 8:	Sales and Sales Management	MMTG 35030	3
Course 9:	Competitive Market Analysis	MMTG 45020	3
Course 10:	Customer Analysis	MMTG 45023	3
Course 11:	Promotion Management	MMTG 45039	3
Course 12:	Integrated Marketing Strategy (ELR)	MMTG 45040	3
MANAGERIAL MARKETING TOTAL:			30
The Managerial Marketing major is a lock step program and is fall start only. MMTG courses are only offered during certain semesters.			
Progression Requirements:			
<ul style="list-style-type: none"> • Minimum 2.500 cumulative GPA • Minimum C grade in: COMM 15000, ENG 21011, MATH 11010, MKTG 25010 and MMTG 35011 			
Graduation requirements: minimum 2.50 major and minimum 2.50 overall GPA			



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Business

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MARKETING		Course Number	Credit Hours
Course 1:	Business Analytics II or Marketing Analytics	MGMT 34156 or MKTG 35061	3
Course 2:	Integrated Business Policy and Strategy	MGMT 44285	3
Course 3:	Marketing Applications (Min C Grade)	MKTG 35030	3
Course 4:	Consumer Behavior	MKTG 35035	3
Course 5:	Marketing Research	MKTG 35050	3
Course 6:	Professional Selling	MKTG 45046	3
Course 7:	Marketing Policies and Strategies (ELR) (WIC) (Min C Grade)	MKTG 45084	3
Major Electives:	Select three major electives (see advisor for elective options)	Varies	9
MARKETING TOTAL:			30
Progression Requirements: <ul style="list-style-type: none"> • Minimum 2.500 overall GPA • Minimum C grade in COMM 15000, ENG 21011, MATH 11010, MKTG 25010 and MKTG 35030 Graduation requirements: minimum 2.50 major and minimum 2.50 overall GPA			

The following degree map will differ based on the selected business major and its requirements.

SAMPLE DEGREE MAP				
THIRD YEAR				
SEMESTER 5			SEMESTER 6	
Course Name & Number	Credit Hours		Course Name & Number	Credit Hours
UC 10162 Introduction to Professional Development	1		BUS 30062 Advanced Professional Development	3
FIN 36053 Business Finance	3		MIS 34060 Operations Management	3
Major Requirement	3		CIS 24053 Introduction to Computer Applications (if not taken as part of the associate degree)	0-3
Major Requirement	3		Major Requirement	3
Major Requirement	3		Major Requirement	3
ENG 21011 College Writing II or COMM 15000 Introduction Human Communication (if not taken as part of the associate degree)	0-3			
Total Semester 5 Credit Hours	13-16		Total Semester 6 Credit Hours	12-15
FOURTH YEAR				
SEMESTER 7			SEMESTER 8	
Course Name & Number	Credit Hours		Course Name & Number	Credit Hours
Major Requirement or Elective	3		Major Requirement or Elective	3
Major Requirement or Elective	3		Major Requirement or Elective	3
Major Requirement or Elective	3		Major Requirement or Elective or General Elective	3
Major Requirement or Elective	3		Major Requirement or Elective or General Elective	3
Major Requirement or Elective	3		Major Requirement or Elective or General Elective	3
Total Semester 7 Credit Hours	15		Total Semester 8 Credit Hours	15