



AT THE UNIVERSITY OF AKRON, WE
EXPERIENCE BUSINESS



The University of Akron
College of Business

Nationally Ranked, Globally Recognized



AACSB
ACCREDITED



AACSB
ACCREDITED
Accounting

At The University of Akron College of Business, you have the opportunity to thrive and *EXPERIENCE BUSINESS* in a unique, supportive environment.

Our objective at the CoB is to prepare our students to become world-class business professionals and leaders. This goal is guided by the belief that business is an applied, global discipline, which is reflected in our extensive partnerships with the corporate community and through numerous Advisory Boards, meaningful class projects, and internships, all underscored by our commitment to a diverse learning environment.

Our urban location supports our **strong internship and professional-development programs.** Leadership, business communication training, and global experiences extend into the classroom. Innovative centers and institutes take students to new levels in leadership, marketing, entrepreneurship, professional sales, and global business. The centers provide support for experiential team projects, events with professionals, and faculty research. Through **close ties to the business community and relationships with hundreds of business professionals,** we gain insights to create relevant course content and unique degree programs that give our students unmistakable career advantages.

Forge your own pathway at The University of Akron College of Business, where you will find limitless ways to **EXPERIENCE BUSINESS.**





ATTEND A NATIONALLY RANKED BUSINESS SCHOOL WITH DUAL ACCREDITATION

Since 1966, the CoB has been accredited by **AACSB International**, which is the hallmark of excellence in management education and represents the **highest achievement for business schools worldwide**. The UA CoB holds dual accreditation from the AACSB in both business and accounting - putting it among the Top 1% of business schools in the world.

GET THE COB EDGE

The CoB EDGE is a professional development program designed to allow College of Business students to track their participation in **events and experiences that lead to career readiness**. These experiential activities focus on:

- Academic and career exploration/preparation
- Relevant work experience
- Networking/community building
- Business communication immersion
- Global understanding
- Personal leadership training

WHY THE COLLEGE OF BUSINESS?

I chose the College of Business because it is allowing me to explore a career in sports while also giving me fundamental business knowledge.

I've always had a **PASSION** for sports. This major will allow me to explore different data and statistics within sports while also having an in-depth knowledge of the sales, marketing, and economic side of sports.

I have spent my entire life in Akron, and I cannot imagine a better place to attend college. Over 20+ members from both my father's and mother's families have attended the University of



Akron all the way back to my grandparents.

The Zips have always been part of my family, and I love being able to carry on the legacy.

DOMINIC
Sport Business

“The community here wants to see you succeed”

I chose the College of Business because of how well it prepares students for their careers. From the wonderful faculty to the student organizations, **the College of Business gives us all of the tools we need to be successful in our chosen careers.**

I chose Sales because ever since I was young, I realized I wanted to impact the people around me in the most positive way possible. As I have grown older, I have realized what I can do in my profession. **Sales is all about people, relationships, and helping people get to where they want to be.** The College of Business, more specifically the Fisher Institute of Professional Selling, assured me I was choosing the right major. From my classes to my internships, I now know this is the major for me.

Now, I feel very connected throughout The University of Akron.



JOE

Sales Management

UA's College of Business stood out to me due to the importance of professional development within the curriculum.

It's exciting to take major-specific courses, but it is even more impactful when it is coupled with the integration of networking skills, resume workshops, and internship experience.

I've always had a passion for traveling and learning about new places, which motivated me to look into International Business. Learning about how to handle business in different parts of the world is a really neat topic to me.

I love all of the community spaces on campus. My friends and I frequent the Roo Lounge and Rec Center often, and it is always nice to see familiar faces and meet new people. **The sense of community between students and faculty at The University of Akron is extremely special,** and made my first year extraordinary.



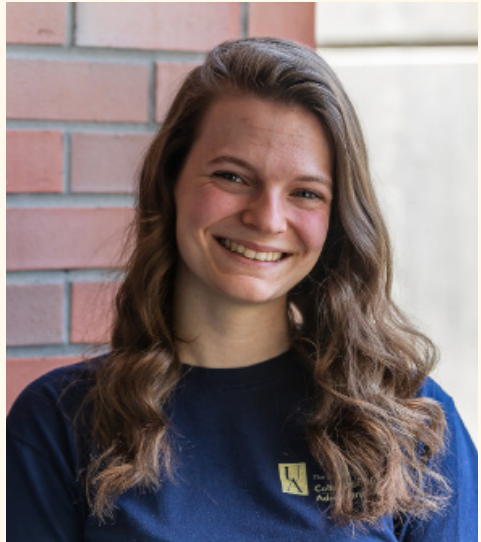
SHAREEF

International Business

The College of Business at the University of Akron is a welcoming environment, **is staffed with incredible faculty who care about each and every student.** The **College of Business has many opportunities for student involvement,** from organizations to professional development and networking events.

I am majoring in Marketing as it is a perfect combination of my love for mathematics, my interest in business, and my creative ability. It fulfills everything I am looking for in a career, and it allows me to do something different every day.

My favorite part about the University of Akron is how it feels like home. The positive and supportive environment that the university provides is real and gives you a sense of belonging. There are so many incredible student organizations you can join and influence. Everyone on campus is friendly, and they become familiar faces. The staff is also incredible and will provide you the resources and support you need to succeed academically and professionally.



AVA

Marketing | Minor in Entrepreneurship

“The multitude of networking opportunities CoB offers helps students make meaningful connections.”

I chose the College of Business because of the fantastic opportunities the College offers from the moment you step foot on campus. From the **amazing scholarship support** to the **dedication to individual professional development**, I knew there would be no better place for me to begin my business education.

I chose Financial Management because I have always loved working with numbers and making decisions based on facts. I enjoy working in a field that allows me to work on individual projects while also having **plenty of opportunities to collaborate with others** to do what is best for a company.



My favorite part of UA is being able to attend a large school in a big city, but always seeing a familiar face no matter where I am around campus.

SOPHIA

Financial & Risk Management & Insurance
Minor in Economics & Spanish

STUDENT ATHLETE SUCCESS

I chose **Business Data Analytics** as my major because of my **fascination with numbers, passion for math, and appreciation for problem solving**. The analytical aspect of the major is designed to teach students how to apply numbers, projections, and forecasts to help businesses solve problems, develop, and grow. The Business Data Analytics program is perfect for me because it **combines business & economics with marketing & finance**, which is an ideal blend for my **entrepreneurial aspirations** as well as my desire to help companies create data driven solutions to attain complex goals.

My absolute favorite part of The University of Akron is that it's a close-knit community which provides me with numerous **opportunities to foster friendships and develop meaningful connections with my professors**. I also greatly appreciate that UA is a large, urban university with so many amazing opportunities, but it feels like a small community. UA's beautiful campus in downtown Akron and the proximity to Cleveland, Lake Erie, Cuyahoga Valley National Park, two airports, and so many charming towns are also favorites of mine.



KARLEIGHANA

Business Data Analytics
Concentration in Finance & Marketing

STUDENTS NEAR AND FAR

I chose the College of Business at The University of Akron because it offers world-class, **AACSB-accredited degrees at an affordable price**. The faculty of the CoB enrich the learning experience through their **dedication to student success, instructional expertise, and caring nature**. Furthermore, I chose to pursue my undergraduate degree at an out-of-state school for a fresh start after high school, the ability to meet new people, and to live somewhere different!

I chose to pursue a degree in Human Resource Management because I want to make a difference in the work-lives of employees around the world. We spend about 90,000 hours of our lives on the clock. For something that makes up such a large portion of our lives, **work should be a rewarding, engaging, and positive place** to be – not one that is filled with stress and dissatisfaction.

By far, my favorite part of The University of Akron is the people I've been



able to meet, the things I've gotten involved in, and the campus location. I have had some amazing experiences since I enrolled in 2019, including being a part of the Emerging Leaders Program, working on-campus in the Admissions office, being inducted to Beta Gamma Sigma, exploring campus and the surrounding areas, and meeting new people. **I am so happy I chose UA for my college experience!**

CAITLIN

Human Resource Management

Minor in Psychology & Information Systems

¡OLÁ DO BRASIL!

HELLO FROM BRAZIL!

I chose the College of Business, at The University of Akron, because I was looking to have a high-quality study in the United States. I was also acquainted with its connection to **LAIOB (Latin American Institute of Business) Experience, an executive education program designed for Latin American students** and which I am strongly familiar with.

As soon as I started studying at the College of Business, a global pandemic surged, and I had to study online for over a year. Despite these circumstances, I was able to excel in my courses, especially economics. After talking to my professors, I decided to major in business data analytics.

This major is in great demand, both in the US and Brazil, where I want to work in the future.

My favorite part about The University of Akron is the **academic support** it offers. It has great tutoring, scholarships, and academic involvement opportunities.



JESSICA

Business Data Analytics



CAREER READY & CONNECTED

If you're interested in going beyond student life to become a well-rounded professional, empowered contributor, game-changer, and leader — come visit us!



LINKEDIN



TWITTER



INSTAGRAM



FACEBOOK



YOUTUBE

@uakronbusiness