

The  
University  
of Akron

# CAREER READY AND CONNECTED

The University of Akron  
**College of Business  
Administration**



[uakron.edu/cba](http://uakron.edu/cba)



# Come here to challenge yourself. And the status quo.

## READY TO DO GREAT THINGS? LET'S GET DOWN TO BUSINESS.



If you want to build a career, you're in the right place. If you want to make a difference, you couldn't be in a better place.

You'll gain the knowledge, skills and hands-on experience that define career ready. You could redefine business with a global outlook, leadership thinking and innovation focus.

Our people set us apart. Faculty, students, staff, alumni, and business partners work together to provide our students with extraordinary opportunities. We do this in a very personal way, working with students one at a time.

Expert faculty prepare you to become responsible professionals and leaders in a global workforce.

Through close ties to the business community, and relationships with hundreds of businesses, we gain insights to create relevant course content and unique degree programs that give students an unmistakable career advantage.

Our urban location offers strong internship and professional development programs. Leadership and business communication training and global experiences extend the classroom.

Innovative centers and institutes take students to new levels in leadership, direct interactive marketing, entrepreneurship, professional sales, and global business. The centers provide support for experiential team projects, events with professionals, and faculty research.

If you're interested in going beyond "student" – to well-rounded professional, empowered contributor, game-changer and leader – we're interested in you.

### Ravi Krovi, Ph.D.

Dean, College of Business Administration  
Professor of Management and Information Systems



# WE'RE IN THE BUSINESS OF MAKING A DIFFERENCE.

## Put your mind in a place that matters.

- AACSB Dual Accredited. Earned by only the top 2% of the world's business schools.
- *US News & World Report* Best Business Undergrad program
- *Bloomberg/Businessweek* Best Undergrad Business Schools 8 years in a row
- 50 Fulbright Scholars
- Hundreds of internship partners
- 84% placement within 6 months
- 1 of only 13 certified professional selling programs in the world
- 100% placement of sales graduates

## CBA students are...

- Global thinkers
- Problem solvers
- Data savvy
- Innovators
- Professional grade
- Intern-ready
- Impact-focused
- Change agents
- Digital natives



Faculty come here from across the country and around the world, bringing with them valuable global perspectives. They're respected researchers and thought leaders who keep close ties with the business community. That provides a direct link to changing practices and technologies and puts our students at the forefront. It's also a pipeline to highly experienced business professionals who serve as expert adjunct and visiting faculty members.

To us, business is personal. With few exceptions, you can expect your class sizes to range from 25 to 50.



## Build valuable job skills Dr. Erin Makarius

"As advisor for the Society for Human Resource Management (SHRM), I am able to help students build connections and skills to prepare for careers in HR with such events as networking nights, speakers, company tours and case competitions. It's great to see students interact with leaders in local businesses and develop valuable abilities for their future!

"Senior leaders and executives from companies such as Goodyear, JoAnn Fabrics and KeyBank come to my classes to speak to students. Formal debates are conducted that help build analytical, critical thinking and presentation abilities."



## Career ready and able Dr. Deborah Owens

"Establishing and teaching our Senior Marketing Capstone class, where student teams help a client solve a marketing issue is a contribution of mine of which I am most proud. Helping to coach the student teams during the 15-week project is challenging but fun.

"I really emphasize the soft skills in my classes, where we focus on professional presentation opportunities. I challenge my students to dress professionally, and improve their written and oral presentation skills, that are so highly sought after in today's business environment."

# HOW WILL YOU MAKE YOUR MARK?

## Accelerated B.S./M.S.

A 5-Year program in Accounting, available to qualifying students, to obtain the 150 semester credit hours needed to take the Certified Public Accountant (CPA) Exam.

## Accounting

Prepare to work with organizations in finance, strategy, financial reporting, cost management, business risk, internal controls and auditing. This is the first step to becoming a Certified Public Accountant.

## Business Administration

Gain a broad business foundation with the flexibility to choose particular focus areas. If you're considering managing a small business, start-up or family-owned company, this offers a wide vision.

## Corporate Finance

Learn to effectively manage a firm's assets, with skills in finance and accounting, asset management, investment management, capital budgeting and more.

## Economics

Develop a deep understanding of how society, businesses, organizations and individuals produce, exchange, buy and sell goods and services. Gain the analytical and problem-solving skills needed for a career in business, banking, public policy, or international economics.

## Financial Planning

Build the skills to manage individuals' and institutions' financial interests, including portfolio management, estate planning, tax planning, and financial consulting.

## Financial Services

Master financial principles used by firms that serve individual and business consumers, such as banking, security brokerage, investment advisers and insurance.

## Human Resources Management

Understand how to be a strategic partner in an organization's success by attracting and managing workforce talent through compensation, benefits, career development, training and staffing.

## Information Systems

Prepare to handle projects from analyzing information needs to overseeing Internet operations, Websites, systems design and integration, data management, and information security.

## Integrated Marketing Communications

Learn to develop a consistent brand position and image. Explore digital communication like websites, digital advertising and social media, and traditional channels like TV, print, and telemarketing.

## International Business

Learn to manage the complexity of a global marketplace, particularly entering foreign markets. The immersive approach includes study abroad, foreign language proficiency and a relevant minor.



## Marketing Management

Learn to create committed customers through product development, branding, service, distribution, pricing and promotion. Study buyer behavior, research, sales analytics and brand management.

## Sales Management

Learn skills to champion customers in this internationally recognized program with 100% graduate placement. Refine sales and negotiation techniques in the video-enabled Sales Lab.

## Supply Chain/Operations Management

Harness the knowledge to help an organization manage their processes from raw materials and services to final products delivered to customers at the lowest possible cost.



# BUSINESS IS A CONTACT SPORT. NOBODY SITS ON THE SIDELINES.

Impatient to get started on your business career? We couldn't agree more. You can't find all the answers in a textbook. Real world learning is the key to building the insights and skills that make a difference on a resumé, on a career and on a business organization. At the end of the day, you'll have discovered everything you can be.

Full-time staff connects to our regional network to offer students hundreds of paid internships and placements every semester and over the summer. The average pay nears \$15 per hour. The experience is invaluable. You're sure to get noticed. You may even win an award.

## Who was the best intern in 2016? She was a UA student.

The Northeast Ohio Council on Higher Education (NOCHE) and *Cleveland Business Connects* Magazine named UA student Brandi Floor the Best Intern at the annual Expys Awards to honor experiential learning.

"At Goodyear, I worked with a cross-functional team and managed multiple projects at once. I learned to be confident in what I know and to be willing to always learn more."

– **Brandi Floor**, *intern*  
The Goodyear Tire & Rubber Company

## Selling customers, not fetching coffee.

"Most people think of an internship as running to get someone's coffee in the morning. I was given the same responsibilities as full time employees, traveling to meet with customers and visit manufacturing sites in San Francisco and other cities."

– **Justin Chapman**, Koroseal  
Interior Products

## Intern to employee.

"My internship gave me the opportunity to apply classroom knowledge in complex business situations. With a completed internship and a full time offer accepted, you'll have a leg up in your future classes."

– **Ricky Angeletti**, Ernst & Young *intern*

Charles Schwab  
KeyBank

Ernst & Young  
L'Oreal

Myers Industries

FirstEnergy

Pandora

GOJO

Sherwin-Williams

Goodyear

Grant Thornton  
Valmark

J.M. Smucker  
Westfield Insurance

# CLASSROOMS CONNECTED TO BOARDROOMS.

Our hometown is a Fortune 500 city, an energy giant, a financial center, a manufacturing renaissance story, a tech innovator. It's a big city – and a very tight community.

Here, you'll connect with alumni and advocates in virtually every business arena. Decision makers at some of the region's leading organizations take a hands-on interest in sharing their expertise to give current students an edge as next-generation business leaders.

You may have an after-class meet-up with one of our Executives in Residence. Talk monetary policy with a past Federal Reserve CEO, data analytics with a top food giant executive, economics with

Executive Chair of Ohio's largest energy company, or strategy with the leader of an international polymer manufacturing company.

Your business network includes 240 executives who serve on our advisory boards and 25,000 alumni – more than 400 of them top executive posts.

That means hundreds of business internships and co-ops every year, projects and competitions initiated and judged by high level local professionals, mentors and friends. It means open doors.

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## Executives in Residence

Tony Alexander – FirstEnergy, *retired*

Sandra Pianalto – Cleveland Federal Reserve, *retired*

Andrew Platt – J.M. Smucker, *retired*

Steve Myers – Myers Industries, *retired*



FirstEnergy



Cleveland Federal Reserve



J.M. Smucker



Myers Industries



# TAKE A GLOBAL PERSPECTIVE. LITERALLY.

Learning to navigate global business means you need to defy a few boundaries. Here, students become citizens of the world with boots-on-the-ground, hands-on-a-project experience.

Rome and Florence are on the itinerary each spring for the Personal Leadership Skills course. Service and learning trips to countries like Haiti and Jamaica give students a deep sense of social responsibility.

CBA staff also supports students in semester-abroad programs in France, Spain and South Korea, among others.

Where can you go from here? Get out your map.

## Imagine a better world. That's our business, too.

"I know it's cliché to say the trip was life-changing, but I will always have a place for Haiti in my heart. I've never seen kids with so little act like they have so much. It's inspiring."

– Callie Mack, 2015 Haiti service and learning trip, marketing management major



### Claire Lucas

**High School & Hometown:** Trinity High School from Sagamore Hills, Ohio

**Major:** Corporate Financial Management, Student athlete, MAC champion in Track.

**Sophomore year:** The summer following my sophomore year my eyes were opened to the world outside of the United States. I studied abroad in Milan, Italy, which was one of the best experiences of my life. I learned that someday I'd like to work for an international company with the opportunity to travel and work with others around the world.

**Junior Year:** The summer following my junior year I had an internship with The J.M. Smucker Company. It was the first time I applied my business education in the real world, and the experience confirmed my passion for corporate finance. My manager at Smucker's told me to consider investment banking after graduation. His suggestion planted a seed that I didn't forget.

**Senior Year:** The first half my of senior year was spent prepping for interviews, and it taught me a lot about preparation, communication, and how to present myself. I received and accepted an offer from KeyBanc Capital Markets at the end of November, which was a very exciting and possibly one of the biggest decisions I've made in my life thus far.

**After Graduation:** Analyst – Consumer & Retail KeyBanc Capital Markets Inc.

# THE POWER TO MAKE AN IMPACT STARTS LONG BEFORE GRADUATION DAY.

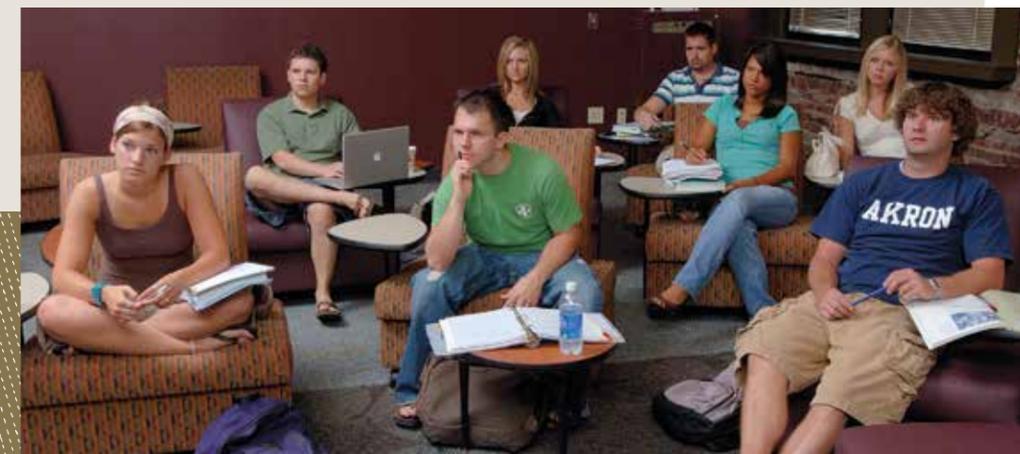
Leaders transform companies. Leaders drive innovation. Leaders change the rules, solve the big problem, take the risk and accomplish the unexpected.

## Leaders are made here.

The Institute for Leadership Advancement, funded by the J.M. Smucker Company, blends theory and experiential learning into high impact opportunities. From leadership courses, workshops and seminars to global programs, our work is firmly tied to developing leaders with professional ethics and integrity who are ready to get the job done.



Made possible through the generous support from The J.M. Smucker Company



### Take initiative.

The Leadership Designation Program sets students up for success. They will tackle Personal Mastery of Ethics and Integrity; Interpersonal Communication and Team Process; and Enterprise Thinking.

### Teaming.

In Leadership Experience Projects, student teams put leadership skills they've learned – and funding for projects — to work researching, planning, and executing an initiative that positively impacts their community. Past projects include hosting a TedX at The University of Akron program, performing a brand analysis for a non-profit and developing high school transition programs.

### Problem solved.

6100:200 Personal Leadership Skills is a two-day course in partnership with the U.S. Army. It's an immersive cross-cultural, team development experience in ethics, collaboration and group problem-solving skills.

### Valid passport required.

The Global Leadership Initiative program brings students face-to-face with our complex political, economic, and civil society through immersive international learning and service programs.

# WHEN YOU START AT THE LEADING EDGE, IMAGINE HOW FAR YOU CAN GO.

How do you step out of the classroom and into a career? It requires depth of knowledge, taking the forefront in emerging fields and an unrelenting pursuit of excellence in business analytics.

**Here, you're on your way.**



**100% placement. That's a powerful selling point.**

### **Fisher Sales Lab**

Nearly 7 of 10 university graduates enter careers related to sales, customer account management or business development. Few business schools offer specialized education in professional selling. Even fewer bring the credentials of CBA's Fisher Institute. Named a "Top" Sales Program by the Sales Education Foundation and a Full Member of the University Sales Center Alliance, the Fisher Institute is one of only five sales programs worldwide to earn the highest ranking for excellence.

That means 100% job placement for our majors, our minors and the engineering majors and health care majors who earned our Sales Certificate. They work at leading firms in the region, across the nation, and worldwide.

Students learn to champion customers and develop skills in problem solving, business management and communication. In the video-enabled Fisher Sales Lab theory is put into practice, allowing students to analyze and advance their skills.



**Social media, database marketing, analytics – and you.**

### **The Taylor Institute for Direct Marketing**

Market to millions? Today it's a one-to-one customer interaction. Social media, content marketing, e-commerce and SEO are at the fast-growing core of direct marketing. The Taylor Institute is at the center of all of it.

Here, you'll see marketing curriculum integrated with experiential learning. You will research, plan, execute, write tweets, measure and analyze.

Plan digital campaigns with state-of-the-art software in the Marketing Analytics Lab. Explore targeted messaging in the Social Media Lab. Run focus groups in the Qualitative Research Lab. Access the InfoCision Call center for outbound telemarketing projects.

**It gets very real very fast.**

In Taylor Institute's student-run social media agency, students flex their digital muscles working with real clients. Projects include managing and executing social media campaigns, content marketing, and account management spanning all social media platforms.

**Data driven.**

### **Babcox Business Analytics Lab**

Today data analysis is an essential core competency. Our experiential learning lab gives student teams hands-on business modeling experience.

**Strength in numbers.**

### **Corbin Finance Lab**

With access to financial databases and news, students can compare sectors and stocks, track performance and build portfolios in this state-of-the-art environment.



**Uber achiever.**

"This major was a game changer for me. Working on projects with actual clients and developing the experience that culminates through completing them was amazing."

– **Stephen Benny**, Uber Technologies Marketing Manager, Integrated Marketing Communications Major

**Go ahead. Google her.**

"Being an IMC major prepared me for the business world in a way that I couldn't understand while I was attending school. It helped me to be a better problem solver, advisor and educator for Google and our clients."

– **Jackie Slack**, Google Agency Strategist, Integrated Marketing Communications Major

# BE THE DIFFERENCE THAT MAKES A DIFFERENCE.

See what you could do, who you could be, how far you could go.  
It all starts when you get down to business at the College of Business  
Administration at The University of Akron.

Get started. Come for a visit. Take a tour. Attend a class. Join us.

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**Start your future today.  
Join the College of Business  
Administration community!**

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Call: **330-972-7042**

E-mail: [info.cba@uakron.edu](mailto:info.cba@uakron.edu)

Visit: [uakron.edu/cba](http://uakron.edu/cba)

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