

# BUSINESS MANAGEMENT TECHNOLOGY - A.A.B.

College of Applied and Technical Studies  
www.kent.edu/cats/bmt

## About This Program

With a focus on hands-on experience and practical skills, our associate degree program prepares you for a variety of roles in business and technology. Students can specialize in marketing/sales, management, entrepreneurship, logistics or supply chain management, or they can take a 2+2 articulation pathway toward the B.B.A. degree. Apply now and take the first step toward an exciting career. Read more...

## Contact Information

- **Sean Ratican** | sratican@kent.edu | 330-847-0571
- Speak with an Advisor
  - Ashtabula Campus
  - East Liverpool Campus
  - Geauga Campus
  - Salem Campus
  - Trumbull Campus
  - Tuscarawas Campus
  - Twinsburg Academic Center
  - Online (any campus above)
- Chat with an Admissions Counselor

## Program Delivery

- **Delivery**
  - Fully online
  - In person
- **Location:**
  - Ashtabula Campus
  - East Liverpool Campus
  - Geauga Campus
  - Salem Campus
  - Trumbull Campus
  - Tuscarawas Campus
  - Twinsburg Academic Center
  - Leavittsburg, Ohio (*Management and Entrepreneurship concentration and Marketing/Sales concentration only*)
  - Lisbon, Ohio (*Management and Entrepreneurship concentration only*)

## Examples of Possible Careers and Salaries\*

### Administrative services and facilities managers

- 6.5% faster than the average
- 325,900 number of jobs
- \$98,890 potential earnings

### General and operations managers

- 5.8% faster than the average
- 2,486,400 number of jobs
- \$103,650 potential earnings

### Management analysts

- 10.7% much faster than the average
- 876,300 number of jobs
- \$87,660 potential earnings

### Project management specialists and business operations specialists, all other

- 5.9% faster than the average
- 1,361,800 number of jobs
- \$77,420 potential earnings

### Sales managers

- 3.5% about as fast as the average
- 433,800 number of jobs
- \$132,290 potential earnings

### Social and community service managers

- 17.0% much faster than the average
- 175,500 number of jobs
- \$69,600 potential earnings

\* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

## Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, and the Twinsburg Academic Center, have open enrollment admission for students who hold a high school diploma, GED or equivalent.

Some programs may require that students meet certain requirements before progressing through the program. For programs with progression requirements, the information is shown on the Coursework tab.

For more information on admissions, contact the Regional Campuses admissions offices.

Program Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
ACTT 11000	ACCOUNTING I: FINANCIAL	4
BMRT 11000	INTRODUCTION TO BUSINESS	3
BMRT 11009	INTRODUCTION TO MANAGEMENT TECHNOLOGY	3
BMRT 21011	FUNDAMENTALS OF FINANCIAL MANAGEMENT	3
BMRT 21050	FUNDAMENTALS OF MARKETING TECHNOLOGY	3
BMRT 21052	PROFESSIONAL SELLING TECHNIQUES	3
IT 11000	INTRODUCTION TO OFFICE PRODUCTIVITY APPS	3
Additional Requirements (courses do not count in major GPA)		
BMRT 21000	BUSINESS LAW AND ETHICS I	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
UC 10001	FLASHES 101	1
Kent Core Composition		3
Kent Core Mathematics and Critical Reasoning <sup>1</sup>		3
Kent Core Basic Sciences		3
Kent Core Humanities and Fine Arts		3
General Electives (total credit hours depends on earning 60 credits hour)		1
Concentrations		
Choose from the following:		15
Business Administration		
Logistics and Supply Chain Management		
Management and Entrepreneurship		
Marketing/Sales		
Minimum Total Credit Hours:		60

<sup>1</sup> Students planning to pursue the B.B.A. degree are recommended to take MATH 11010 or MATH 11012 or MATH 12002.

Business Administration Concentration Requirements

Code	Title	Credit Hours
Concentration Requirements (courses count in major GPA)		
ACTT 11001	ACCOUNTING II: MANAGERIAL	4
BMRT 21004	BUSINESS ANALYTICS I	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
Additional Requirements (courses do not count in major GPA)		
General Electives		5
Minimum Total Credit Hours:		15

Logistics and Supply Chain Management Concentration Requirements

Code	Title	Credit Hours
Concentration Requirements (courses count in major GPA)		
BMRT 22000	GLOBAL LOGISTICS	3

BMRT 22099	CAPSTONE IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT (ELR)	3
BMRT 31005	PURCHASING AND SUPPLY MANAGEMENT	3
BMRT 32020	LEAN SUSTAINABILITY	1
Concentration Elective, choose from the following:		3
Accounting Technology (ACTT) Course		
Business Management Technology (BMRT) Course		
Information Technology (IT) Course		
Insurance Studies (INS) Course		
Office Technology (OTEC) Course		
Additional Requirements (courses do not count in major GPA)		
General Elective		2
Minimum Total Credit Hours:		15

Management and Entrepreneurship Concentration Requirements

Code	Title	Credit Hours
Concentration Requirements (courses count in major GPA)		
BMRT 21008	CASE STUDIES IN MANAGEMENT AND ENTREPRENEURSHIP	3
BMRT 21020	INTRODUCTION TO ENTREPRENEURSHIP	3
BMRT 31009	SEMINAR IN MANAGEMENT AND ENTREPRENEURSHIP	3
Concentration Elective, choose from the following:		3
Accounting Technology (ACTT) Course		
Business Management Technology (BMRT) Course		
Information Technology (IT) Course		
Insurance Studies (INS) Course		
Office Technology (OTEC) Course		
Additional Requirements (courses do not count in major GPA)		
General Elective		3
Minimum Total Credit Hours:		15

Marketing/Sales Concentration Requirements

Code	Title	Credit Hours
Concentration Requirements (courses count in major GPA)		
BMRT 21008	CASE STUDIES IN MANAGEMENT AND ENTREPRENEURSHIP	3
BMRT 21053	ADVERTISING IN BUSINESS	3
BMRT 31009	SEMINAR IN MANAGEMENT AND ENTREPRENEURSHIP	3
BMRT 36415	CUSTOMER SERVICE	3
Concentration Elective, choose from the following:		3
Accounting Technology (ACTT) Course		
Business Management Technology (BMRT) Course		
Information Technology (IT) Course		
Insurance Studies (INS) Course		
Office Technology (OTEC) Course		
Minimum Total Credit Hours:		15

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.000	2.000

## Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Semester One			Credits
!	ACTT 11000	ACCOUNTING I: FINANCIAL	4
!	BMRT 11000	INTRODUCTION TO BUSINESS	3
	IT 11000	INTRODUCTION TO OFFICE PRODUCTIVITY APPS	3
	UC 10001	FLASHES 101	1
	Kent Core Requirement		3
	Kent Core Requirement		3
Credit Hours			17
Semester Two			
!	BMRT 11009	INTRODUCTION TO MANAGEMENT TECHNOLOGY	3
	COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
	ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
	Kent Core Requirement		3
	Concentration Requirement or General Elective		3
Credit Hours			15
Semester Three			
!	BMRT 21000	BUSINESS LAW AND ETHICS I	3
!	BMRT 21011	FUNDAMENTALS OF FINANCIAL MANAGEMENT	3
!	BMRT 21050	FUNDAMENTALS OF MARKETING TECHNOLOGY	3
	Kent Core Requirement		3
	Concentration Requirement or General Elective		3
Credit Hours			15
Semester Four			
!	BMRT 21052	PROFESSIONAL SELLING TECHNIQUES	3
	Concentration Requirements and/or General Electives		10
Credit Hours			13
Minimum Total Credit Hours:			60

## University Requirements

All students in an applied or technical associate degree program at Kent State University must complete the following university requirements for graduation.

**NOTE:** University requirements may be fulfilled in this program by specific course requirements, please see Program Requirements for details.

Code	Title	Credit Hours
Flashes 101 (UC 10001)		1
	Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission.	
	Kent Core (see table below)	15
	Total Credit Hour Requirement	60
	Some associate degrees require students to complete more than 60 credit hours.	

## Kent Core Requirements

Kent Core Composition (KCOMP)	3
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA)	3
Kent Core Social Sciences (KSS)	3

Kent Core Basic Sciences (KBS/KLAB)	3
<b>Total Credit Hours:</b>	<b>15</b>

## Program Learning Outcomes

Graduates of this program will be able to:

- Explain the differences between business disciplines.
- Recognize and define common business terms and concepts.
- Recognize and define financial concepts and terms related to business.
- Identify key marketing terms and strategies.
- Explain the basics of business law and why ethics are needed in business.
- Describe and practice effective teamwork and communication.

## Full Description

The Associate of Applied Business degree in Business Management Technology provides students with a core consisting of communication, management, accounting, marketing, e-commerce, economics and liberal arts courses. Students may have the opportunity to participate in internships to link theory with hands-on practice.

The Business Management Technology major comprises the following concentrations:

- The **Business Administration** concentration articulates with the Bachelor of Business Administration degree at Kent State.
- The **Logistics and Supply Chain Management** concentration allows students to become knowledgeable in the process and supervision of the movement of products from the point origin to the point of consumption for consumers, business and other organizations.
- The **Management and Entrepreneurship** concentration comprises coursework in management, entrepreneurship and and productivity applications.
- The **Marketing/Sales** concentration comprises coursework in management, advertising, customer service and productivity applications.