Michael J. Coles College of Business

ONLINE ORIENTATION GUIDE
Welcome to the Michael J. Coles College of Business at Kennesaw State University! This online orientation will address your basic needs and questions as a new student and provide you with access to dedicated student services and resources.

The Undergraduate Business Programs department is here to help you on your journey through our Path2Coles initiatives, the Undergraduate Programs Advising Center (UPAC), the Tutoring Center, and more.

Use the information in this guide to get started achieving your goals. You can always check back to ColesCollege.com/upacorientation whenever you aren’t sure where to find a resource or who to contact. We’ll do our best to keep it up to date so the information is at your fingertips.
TOOLS AND OPPORTUNITIES

Career Coaching through the Hughes Leadership and Career Program

The Hughes Leadership and Career Program is a series of three courses designed to prepare you to compete in today’s challenging job market by helping to define your strengths and find your place in the business world. A Career Coach from your major department with years of real-world experience will help to guide you through the program.

Tom and Barbara Hughes have made this innovative program possible through their generous donation.

Internships & Co-ops through the Department of Career Planning and Development

Internships & co-ops are valuable tools in translating classroom theory to real-life skill. Through a partnership with the Department of Career Planning and Development, we have a dedicated internship and co-op advisor to guide you through the process.

Education Abroad

Studying abroad is one of the unique learning opportunities available to you at Coles College. In addition to the knowledge and skills gained from the specific courses you complete, having study abroad experience on your resume can make you more marketable when you graduate.

Email: colesupac@kennesaw.edu
Phone: 470.578.6055
Find Us: Suite 431 on the 4th Floor of the Burruss Building

EDUCATION ABROAD

Email: educationabroad@kennesaw.edu
Phone: 470.578.6336

Contact Us!
At Coles, we currently offer 10 undergraduate majors, a variety of minor options, and certificates.
## ENTREPRENEURSHIP

**Definition:**
By developing an “Entrepreneurial Mindset,” majors in this field enjoy developing ideas and cultivating innovation. Successful entrepreneurs are interested and engaged learners with skills that can be applied to work in a variety of fields. Entrepreneurship is a growth vs. fixed mindset.

**Prepare for careers in:**
Entrepreneurship degrees will provide the skillset and mindset necessary to be hired by local start-ups, growing organizations, and/or established companies in these and other fields:

- Research and Development
- Business Consultants
- Sales
- Development/Fundraising
- Marketing
- Real Estate

**What you will study:**
Entrepreneurial orientation in a variety of settings, including new venture creation, social stewardship, family business, government operations, and corporate endeavors, to foster deep thinking, experimentation, observation, and reflection.

**Qualities and skills that make a successful Entrepreneurship Major:**
- A desire to continually learn and grow
- Problem solving
- A strong sense of purpose
- The ability to choose courage over comfort

**Quick Links:**
Visit our Choosing a Major page at ColesCollege.com for Advising Checklist.
View the Entrepreneurship Major Flyer.
View the Management & Entrepreneurship Departmental Flyer.

## ECONOMICS

**Definition:**
Economics is the study of business firms; the functioning of regional, national, and global markets; and the development of analytical techniques that aid in decision-making and understanding market behavior.

**Prepare for careers in:**
Management, Marketing, Business Research, Economic Planning, and Human Resources with employers in industry, trade, banking, and government.

Students are also well prepared for graduate study in economics, law, and business.

**What you will study:**
In addition to taking classes in economic theory, qualitative analysis, and analytics, you’ll also be able to take courses that merge economics with other areas of study, including politics, mathematics, finance, sociology, history, international business, management, and psychology.

**Qualities and skills that make a successful Economics Major:**
- Curiosity
- Critical thinking
- Math skills
- Observation skills
- An analytical mind

**Quick Links:**
Visit our Choosing a Major page at ColesCollege.com for Advising Checklist.
View the Economics Major Flyer.
View the EFQA Departmental Flyer.
FINANCE

Definition:
Finance is an analytical discipline dealing with the acquisition and distribution of funds, financial statement analysis, security analysis, risk assessment, valuation of assets and liabilities, functioning of financial markets, and management of investments, acquisitions, funds, assets, liabilities, risk, businesses, and financial institutions.

Prepare for careers in:
Banking, financial management, stockbroking, financial analysis, portfolio management, financial consulting, investment banking, and financial planning.

Students are also well prepared for graduate study in law and business.

What you will study:
The field of finance integrates many aspects of business, including accounting, finance, business operations, and quantitative analysis.

You will learn to understand financial statement analysis, investment management, the acquisition and distribution of funds, security analysis, risk assessment, the valuation of assets and liabilities, the functioning of financial markets, funds, assets, liability management, financial institutions, and more.

Qualities and skills that make a successful Finance Major:
- Problem solving
- Analytical skills
- Effective communicator
- Ability to self-manage
- Comfort with technology

Quick Links:
Visit our Choosing a Major page at ColesCollege.com for Advising Checklist.
View the Finance Major Flyer.
View the Management & Entrepreneurship Departmental Flyer.

INFORMATION SECURITY & ASSURANCE

Definition:
Information security is the protection of the confidentiality, integrity, and availability of information while in transmission, storage or processing, through the application of policy, technology, and education and awareness.
Information assurance concerns information operations that protect and defend information and information systems by ensuring availability, integrity, authentication, confidentiality, and nonrepudiation.

This program spans both information security and information assurance in its approach to the protection of information in the organization.

Prepare for careers in:
Information technology, data security, information security.

What you will study:
In addition to taking classes in cybersecurity, information security management, programming, systems, and networks, you’ll also study accounting, finance, management, and marketing.

Qualities and skills that make a successful Information Security & Assurance Major:
- Critical thinking
- Problem solving
- Technological ease
- The ability to maintain composure under pressure
This major is also available online.

Quick Links:
Visit our Choosing a Major page at ColesCollege.com for Advising Checklist.
View the Information Security & Assurance Major Flyer.
View the Information Systems Departmental Flyer.
INFORMATION SYSTEMS

Definition:
Information systems (IS) professionals work at the intersection of information technology and business, applying their knowledge to support and drive business strategy, working in the design, implementation, and management of IS projects.

Prepare for careers in:
Business intelligence, database management, quality assurance, web development, IT project management, and consulting in industry, government, or other agencies. Students will also be prepared to pursue graduate studies in IS, business, and related fields.

What you will study:
General business, web and application development in the context of the business environment, systems analysis and design, database management, and IT project management, with the opportunity to consider information systems strategy in the global environment, data mining, and business intelligence.

We will build your technical knowledge; teaching you how to make sound decisions about using, building, purchasing, and integrating systems so organizations can make the most of their technology.

Qualities and skills that make a successful Information Systems Major:
- Talent for technology
- Problem solving skills
- Enjoy working with people
- A clear understanding of business strategy

Quick Links:

INTERNATIONAL BUSINESS

Definition:
A degree in International Business is critical to be competitive in the global marketplace. It is a well-rounded education that extends across borders.

Prepare for careers in:

What you will study:
The International Business degree combines the liberal arts, all areas of business, and international culture and practices. In addition to taking classes in accounting, economics, finance, information systems, management and marketing, you will take language courses and study abroad.

Qualities and skills that make a successful International Business Major:
- Effective communication
- A desire to learn a foreign language
- Interest in travel/the global marketplace
- A sense of adventure

Quick Links:
Visit our Choosing a Major page at ColesCollege.com for Advising Checklist. View the International Business Major Flyer. View the Marketing Departmental Flyer.
MANAGEMENT

Definition:
Management is the process of planning, organizing, staffing, directing and controlling activities in an organization that will result in the achievement of a common goal. Managers make decisions and direct resources to achieve organizational goals and objectives.

Prepare for careers in:
Business Operations, Business Administration, Finance, Human Resources, Management, Supply Chain, Project Management, Entrepreneurship, and Consulting

What you will study:

Qualities and skills that make a successful Management Major:
• Take charge attitude
• Effective organizational skills
• Enjoy working with people
• Written and verbal communication skills
This major is also available online.

Quick Links:
Visit our Choosing a Major page at ColesCollege.com for Advising Checklist.
View the Management Major Flyer.
View the Management & Entrepreneurship Departmental Flyer.

MARKETING

Definition:
Devoted to promoting an organization’s goods and services to potential customers. Marketers work to understand their audience and leverage that understanding to meet the needs of their customers and clients. Marketing is about making that connection in a mutually beneficial and meaningful way.

Prepare for careers in:

What you will study:
In addition to courses in consumer behavior, market research, and international marketing, you’ll also be able to enroll in classes that focus on social media, professional selling, and advertising. There are four potential career paths outlined in the course catalog or you can create your own.

Qualities and skills that make a successful Marketing Major:
• Curiosity
• Analytical nature
• An eye for trends
• Enjoy working with people
• Effective communicator
• Creativity
This major is also available online.

Quick Links:
Visit our Choosing a Major page at ColesCollege.com for Advising Checklist.
View the Marketing Major Flyer.
View the Marketing & Professional Sales Departmental Flyer.
**DEFINITION:**
Professional Sales is uncovering and understanding a client’s needs and communicating solutions. It is analyzing market trends, industries, organizations, and management. Sales professionals are in extremely high demand due to their critical function in every realm of business.

**Prepare for careers in:**
Sales occupations are essential to all organizations in every industry; you will be able to find sales career opportunities in any field in which you have interest, especially in business development and sales.

**What you will study:**
A major in professional selling focuses on business-to-business selling, helping students learn how to design and deliver effective sales presentations, analyze and manage individual accounts and markets, develop sales plans, and manage the sales force.

**Qualities and skills that make a successful Professional Sales Major:**
- Ability to build relationships
- Effective communication
- Listening skills
- Natural observer
- Analytical
- Organizational skills
- Independence

**Quick Links:**
Visit our Choosing a Major page at ColesCollege.com for Advising Checklist.
View the Marketing Major Flyer.
View the Marketing & Professional Sales Departmental Flyer.

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**Undergraduate Minors**
- Accounting
- Business Law
- Economics
- Engagement Marketing
- Entrepreneurship
- Finance
- Information Security & Assurance
- Information Systems
- Management
- Marketing
- Operations And Purchasing
- Professional Sales
- Sports Marketing
- Coles Scholar *

**Coles College Certificates**
- Business Fundamentals
- Information Security Assurance (Also available online)
- Information Systems
- Joel A. Katz Music and Entertainment Business Program (MEBUS)

*Cohort based program, Scholars are selected through an application and interview process.

[CLICK HERE](#) to learn more about Coles Minors and Certificates.
REGISTRATION

OwlExpress is your online portal to everything KSU. These are the services available to you at owlexpress.kennesaw.edu:
- Time Ticket: View your personal registration time
- Register for Courses
- View Transcripts and Holds
- DegreeWorks: a system that allows you to track your degree progress and supplement face-to-face and facilitate academic advising.
- Apply to Coles College and View Application Status
- Appointment Scheduling through EAB
- Financial Aid Resources

Courses for First-Year Students
- General Education Courses
  - ENGL 1101
  - MATH 1111, MATH 1112, or MATH 1113
  - KSU 1101
  - POLS 1101
  - ECON 1000
  - SCI 1101

Courses for Transfer Students
- MATH 1160
- ECON 2100
- ECON 2200
- ECON 2300
- ACCT 2100
- ACCT 2200
- BLAW 2200
- IS 2200
- BUSA 2150
- Any remaining general education courses

Click here for a General Education Check Sheet (pdf)

Where to Find Prerequisites
A prerequisite is a course that you are required to take before enrolling in a subsequent or higher level course. See the prerequisites for specific courses through DegreeWorks in OwlExpress or the Undergraduate Catalog at catalog.kennesaw.edu.

Path2Coles
You may see signage around the building or online talking about your “Path2Coles.” The Coles College registration process has been streamlined over the past several semesters to allow students forward progression through their major.

As you progress with your major, you will be able to automatically enroll in some of your 3100 classes if you meet the prerequisites for those courses, even before you are admitted to Coles.

POLICY

Re-enrollment Policy
Students are restricted from taking specific courses more than three times. The purpose of this is to make sure that there are enough seats for all students working toward their degrees. It also allows our Academic Advisors to help determine subject areas where you are struggling and find proactive solutions.

What counts toward your three attempts?
- An attempt is defined as enrollment in a course resulting in a posted grade, including W and WF. Courses transferred from other institutions are also considered as an attempt.
- Dropping a course during the Drop/Add period is NOT counted as an attempt.
- This policy will apply to all students, both business and non-business.

Process
- Students can automatically enroll in a course for the second attempt.
- For the third attempt, students must get approval from the Undergraduate Programs Advising Center and are required to make an appointment and meet with an Academic Advisor. This appointment can be completed in-person, over the phone, or via Skype.

Withdrawal “W” Grades
KSU’s policy limits the total number of “W” grades (Withdrawals) you may have on your record to eight (8). Please note: A grade of “W” does count as a course attempt.

Grade Requirements
- “C” or higher
  - ENGL 1101 and ENGL 1102
  - MATH 1160 Elementary Applied Calculus (or approved higher Calculus course)
  - ACCT 2100 Introduction to Financial Accounting
  - ACCT 2200 Introduction to Managerial Accounting
  - ECON 2100 Principles of Microeconomics
  - ECON 2200 Principles of Macroeconomics
  - ECON 2300 Business Statistics
  - IS 2200 Information Systems & Communication
  - BLAW 2200 Legal and Ethical Environment of Business
  - All Business Courses counted toward your BBA degree
  - International Business majors must make a C or higher in Foreign Language courses and non-business courses that can fit in Major Field Elective area

BUSA Courses
You must earn a “Satisfactory” or “S” in BUSA 2150, BUSA 3150, and BUSA 4150.

Advanced Standing/CLEP Exams
Grades of “K” from an Advanced Standing or CLEP exam will be converted to a “B” or “C” grade for purposes of the Sophomore GPA Requirement calculation, depending on your actual score on the exam.

Remember, there are resources available for you. The Coles College Tutoring Center, located in BB 292, is a great place to start if you are having difficulty in a class.

Click here for more information on the policy and for the list of courses- link to the re-enrollment page

Click here for more information about grade equivalency
ADMISSION TO THE COLES COLLEGE OF BUSINESS

Business majors must apply for and be accepted to the Coles College Undergraduate Professional Program in order to graduate with a Bachelor of Business Administration (BBA) degree.

For admittance to the program, you must:

1. Complete the Sophomore GPA Requirement
Complete the following courses (8) with a GPA of 3.00 or higher, including a grade of C or better in each course:
   • MATH 1160 Elementary Applied Calculus (or approved higher Calculus course)
   • ACCT 2100 Introduction to Financial Accounting
   • ACCT 2200 Introduction to Managerial Accounting
   • ECON 2100 Principles of Microeconomics
   • ECON 2200 Principles of Macroeconomics
   • ECON 2300 Business Statistics
   • IS 2200 Information Systems & Communication
   • BLAW 2200 Legal and Ethical Environment of Business

2. BUSA 2150 Requirement
Complete BUSA 2150: Discovering My Major and Career with a grade of “S”
BUSA 2150 is the first course in the Hughes Leadership & Career Program, designed to prepare you to compete in today’s challenging job market. In this program, we will help you define your strengths and leverage those strengths for success.

3. Additional Admission Requirements:
   • Declare a business major at KSU
   • Complete 45 semester hours
   • Meet with an Academic Advisor

Once you have satisfied each of those three steps, you can submit your Coles College application online through Owl Express under the Student Services Tab. There is not a deadline to submit your Coles College application, but you can only submit it once the grades are final in the Sophomore GPA courses and BUSA 2150.

PATHWAY TO A BBA DEGREE

What do I need to do to earn a BBA Degree?

In order to earn a BBA degree, you will first need to:
1. Complete the Sophomore GPA Requirement
2. Complete all courses for the Hughes Leadership & Career Program
3. Gain formal acceptance to Coles College
4. Complete all required courses and appropriate electives
5. Satisfy all residency requirements
6. Satisfy all grade requirements
7. Earn at least a 2.0 GPA
8. Earn at least 123 semester hours of credit, including at least 45 hours of upper division credit
9. Petition to graduate with the Registrar’s Office by their deadline

Details about these requirements for each major can be found in your KSU Undergraduate Catalog online at catalog.kennesaw.edu.
STUDENT RESOURCES

Student Resources in Coles College

• Undergraduate Programs Advising Center (BB 431): Academic Advising, Career Coaching through the Hughes Leadership and Career Program, Internship & Co-op Advising, and Education Abroad
• Coles College Tutoring Center (BB 292)
• UITS Computer Lab (BB 475)

University Resources

Getting Started
University Orientation Website
Information for Admitted Students

On this page, you will find the following information:

1. ALL STUDENTS:
   • Set up your NETID and student email
   • Check for holds on your account
   • Submit your immunization records
   • Verify lawful presence
2. FIRST-YEAR
   • See if you qualify for credit by exam
   • Sign up for the math placement test
   • Pay your Enrollment Deposit
3. TRANSFER STUDENTS
   • Transfer credit evaluation
4. OUT-OF-STATE STUDENTS
   • Out-of-State Waiver and Scholarship
5. INFORMATION FOR INTERNATIONAL STUDENTS
   • International student information
   • Mandatory insurance for international students
6. INFORMATION FOR VETERAN STUDENTS
   • Military and Veterans Services
   • VA Certifying Official

Financial Support and Registration
• Financial Aid
• Registrar’s Office
• Immunization Requirement

Academic Support and Career Development
• SMART Center
• Student Center
• Writing Center
• Desire2Learn
• Library
• Department of Career Planning and Development

Campus Life and Services
• Housing & Residence Life
• Parking and ID Card
• Campus Map
• Public Safety
• Student Life
• Campus Dining and Meal Plans
• Bookstore

Student Wellness and Support
• Student Disability Services
• Counseling and Psychological Services
• Wellness Center