

BUSINESS



Business Highlights

- JMU is among the **2% of business schools with both business and accounting accreditation** from the AACSB, the American Association of State Counseling Boards.
- **Top 5% of schools nationwide** for first-time pass rate on the CPA exam.
- **95% of 2018 College of Business graduates** were employed, in continuing education or engaged in other career-related endeavors within six months of graduation.
- All juniors take **Integrated Functional Systems (COB 300)**, a 12-hour course that introduces students to interrelations of the various business disciplines and engages students in a business plan competition.
- **JMU's InfoSec MBA program is ranked No. 33** by *U.S. News & World Report's* Best Online MBA Programs, 2019, and No. 5 in student engagement.



“Once you’re in the College of Business, there’s a class called COB 300 that includes management, marketing, finance and operations. I’m a management major, but I’m also on the fence between marketing or finance. I like that JMU incorporates all four of them so you can choose which major is best for you.”

— CARA DIVALERIO, CLASS OF 2020
TAKING COB 300 WHILE STUDYING ABROAD IN ANTWERP

Programs of Study

MAJORS

- Accounting
- Computer Information Systems
- Economics
- Finance
- Hospitality Management
- International Business
- Management
- Marketing
- Quantitative Finance
- Sport and Recreation Management

MINORS

- Business Analytics
- Computer Information Systems
- Economics
- Entrepreneurship
- General Business
- Global Supply Chain Management

GRADUATE PROGRAMS

- Accounting - M.S.
- Business Administration - M.B.A.
- Strategic Leadership - Ph.D.

For details visit jmu.edu/academics



The Madison Experience

ACCESS TO FACULTY

Our professors make teaching their No. 1 priority. That's rare at a school our size. Small classes. Attention from professors. Big-school opportunities, yet a small-school feel.

HANDS-ON LEARNING

80 percent of our undergrads do research, a practicum, an internship or student teach. Many JMU students do more than one of these. These are examples of how learning happens beyond the classroom at JMU.

A GREAT VALUE

For more than two decades, *U.S. News & World Report* has placed JMU among the South's top public master's-level schools. *MONEY* magazine ranks JMU 25th in its Best Public Colleges in the nation category. Superb education. Excellent return on investment. A bright future for you.

STUDY ABROAD

A recent *Chronicle of Higher Education* survey ranked JMU No. 2 in the country among master's-level schools for the number of students studying abroad. Imagine yourself studying principles of business in a European context and earning a concentration in European Business while living in Antwerp.

COB Acceptance Criteria

All students admitted to JMU may declare a major in business and take lower-level business courses. To enroll in upper-level business courses, students must formally apply for acceptance to the College of Business. Students may submit an application for formal acceptance during the semester in which they are completing the lower-level Bachelor of Business Administration core courses.

LOWER B.B.A. CORE COURSES:

- COB 191 - Business Analytics
- COB 202 - Interpersonal Skills
- COB 204 - Computer Information Systems
- COB 241 - Financial Accounting
- COB 242 - Managerial Accounting
- COB 291 - Business Analytics 2
- ECON 200 - Macroeconomics
- ECON 201 - Microeconomics
- MATH 205 or 235 - Calculus

Minimum GPA: 2.7 average GPA in the lower B.B.A. core courses, excluding calculus and managerial accounting, is required. Only grades earned at JMU are included in the GPA calculation. Formal acceptance to the CoB permits students to enroll in COB 300.

HART SCHOOL IS A NATIONAL LEADER

Ranked fifth in Study.com's Best 50 Hospitality and Tourism Schools, JMU's Hart School of Hospitality, Sport and Recreation Management offers a wealth of academic choices aimed at helping students become leaders for life in hospitality, tourism, and recreation and sport management.



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