



## 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.
- Of the 2023 College of Business spring graduate respondents, **81% gained program-related work experience** during their time at JMU.
- All juniors take **Integrated Functional Systems (COB 300)**, a 12 credit hour course that introduces students to the interrelations of the various business disciplines and engages students in a business plan competition.



“I’ve learned a lot of useful skills that I know will pay off in my career, and the workshops offered through the College of Business have prepared me for being a workplace-ready professional.”

— JORDAN PRATT (CLASS OF 2023)  
FINANCE

### Making Your Madison Experience Unique

The Madison Experience is about giving students the ability to craft their own individual journey to success. At JMU, you can cross disciplines and take any minor or combination of minors regardless of your major, allowing you to discover new interests and create your own path.

## Programs of Study

### Majors

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

### Minors

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

### Graduate Programs

- Accounting
- Business Administration
- Sport and Recreation Leadership\*
- Strategic Leadership\*\*

\*Offered by the Hart School of Hospitality, Sport and Recreation Management, an independent affiliate of the College of Business. Not AACSB accredited.

\*\*Offered by the School of Strategic Leadership Studies, an independent affiliate of the College of Business. Not AACSB accredited.

For details visit [jmu.edu/academics](https://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

A reasonable price and a solid return on investment have long been hallmarks of the Madison Experience. Niche cited JMU #19 in its Best Value Big Colleges ranking. Superb value. Return on investment. A bright future for you.

### STUDY ABROAD

More than 1200 students participate in JMU's study abroad program each year. Imagine yourself studying principles of business in a European context and earning a concentration in European Business while living in Antwerp.

## Overview

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 I
- COB 202 - Interpersonal Skills
- COB 204 - Computer Information Systems
- COB 241 - Financial Accounting
- COB 242 - Managerial Accounting
- COB 291 - Business Analytics II
- ECON 200 - Introduction to Macroeconomics
- ECON 201 - Introduction to 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.

### THE HART SCHOOL IS A NATIONAL LEADER

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. *Best Accredited Colleges* has ranked JMU #1 for Best Bachelor's Degree in Hospitality Management for 2023.



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