WELCOME CLASS OF 2021!
Your Next Four Years
Actions for Academic Success

• Be actively engaged
• Ask questions for clarification
• Seek assistance before it’s too late
• Demonstrate professional behavior
• Attend class promptly and be prepared
• Assume responsibility for your own education
• Visit faculty during office hours
What You Can Expect From The CoB

• High quality instruction from engaged faculty

• Acceptance into COB 300 with 2.7 BBA GPA when application is completed and all requirements are met

• Advising and career assistance

• Experiential learning opportunities
Differential Tuition

• Provides programs that are not possible with state funding

• Contributes to higher than average starting salaries and return on investment

• Supports retention of top quality, student-centered faculty and staff

• $50 per credit hour on business courses

• Impact on VA 529 College Plans
Academic and Career Success

Freshman Year to Senior Year
Freshman Year

**Career Success:**
- Adjust to campus life
- Explore majors
- Build rapport with faculty
- Establish solid GPA
- Join student organization
- Practice professional behavior
- Apply for a summer job
- Consider study abroad programs
- Polish your online presence

**Academic Success:**
- COB 191 – Business Analytics I
- COB 204 – Information Systems
- ECON 201 – Microeconomics
- ECON 200 – Macroeconomics
- MATH 205/235 – Calculus
- General Education
- Utilize on campus resources
- Consult with your first year advisor

Note: Courses each year will differ for BS and BA degree-seeking students
Sophomore Year

**Career Success:**
- Participate in Sophomore Connection
- Identify skills and interests
- Create a resume
- Activate Recruit-A-Duke account
- Create a LinkedIn account
- Attend career related events
- Research employers
- Apply for externship/internship
- Join a CoB student organization
- Consider a minor or technical skill
- Participate in learning tours

**Academic Success:**
- COB 202 – Interpersonal Skills
- COB 241 – Financial Accounting
- COB 242 – Managerial Accounting*
- COB 291 – Business Analytics II
- General Education
- Apply for COB 300**
- Develop Academic Plan
- Get to know your major advisor

*Can be taken with COB 300
**Some students will take COB 300 in the spring
Formal Acceptance to the College of Business

Application (2 app limit)
  +
8 Lower-Level BBA Core Courses*
  +
  2.7 BBA Core GPA**
  +
Resume Posted to Recruit-A-Duke

ADMISSION to COB 300

*No BBA core course may be attempted more than two times

** BBA core GPA is calculated using letter grades earned at JMU in the lower-level BBA core courses, except calculus
Junior Year

**Career Success:**
- Apply for internships
- Practice with mock interviews
- Attend career fairs
- Seek leadership roles
- Consider graduate school
- Develop job search strategy
- Network with business professionals
- Participate in case competitions

**Academic Success:**
- COB 300 – Integrative Business
- COB 318 – Legal and Ethical Environment of Business
- Major Courses
- General Education
- Electives/Minor
- Participate in Undergraduate Research
- Engage with the CoB librarian
Senior Year

**Career Success:**
- Update your resume
- Apply for full-time employment
- Follow-up on job leads
- Negotiate salary
- Network with alumni
- Use on-campus recruiting (OCR)
- Connect with Alumni Relations
- Apply to graduate school

**Academic Success:**
- Major Courses
- COB 487 – Strategic Management
- General Education
- Electives/Minor
- Apply for graduation
- Finish strong!
First Year Advising:
Office of Career and Academic Planning

Your first year advisor is a faculty member or full-time advisor from the College of Business.
He or she will be your advisor until spring break.
Academic Success Center

The College of Business Academic Success Center (ASC) encourages student growth by providing quality advising and programming designed to empower students in making informed decisions leading to achievement of academic and professional goals.

Students will transition to their ASC advisor in March.
The CoB ASC Provides:

- Academic advising (sophomore year to graduation)
- Academic plan development
- COB 300 application and acceptance process
- Academic success workshops
- Direction for declaring CoB majors and minors
- Peer advising
- Graduation approvals
- Transfer credit coordination for CoB courses
- Registration resources
- Campus referrals
Opportunities

Academic Support to Experiential Learning to Study Abroad
JMU Support Resources

- Office of Disability Services
- Counseling Center
- Communication Center
- English Language Learner Services
- Peer Assisted Study Sessions
- Science & Math Learning Center
- University Writing Center
CoB Student Organizations – Get Involved!

5 Business Fraternities

6 Honor Societies

20 Major Specific Organizations
Entrepreneurship at JMU

- Center for Entrepreneurship
- Entrepreneurship and Small Business Management track in the Management major
- Entrepreneurship minor
- Five student organizations
  - Madison Catalysts
  - MadInc
Office of Experiential Learning

• Learning Tours: DC, New York, California, Richmond, Baltimore
• MadisonBiz Residential Learning Community
• Sophomore Connection Professional Development Conference
• Executive-in-Residence Program
• Shape Your Future Series
• Leadership and Professional Development (Dining etiquette and self assessments)
• Bi-weekly e-newsletter
Semester in Antwerp, Belgium

• Complete COB 300
• Earn a European Business Concentration
• All courses taught in English by University of Antwerp faculty
• Group travel to France, Germany, Czech Republic, and England
• Offered in Fall, Spring, and Summer
• Limited to 35 students per semester
JMU Center for Global Engagement

- Semester Abroad Programs (Florence, London, Salamanca)
- Short-Term Programs (CoB summer programs in Europe and Central America, University wide programs in Africa, Asia, Australia, UK, Europe, Central America and Canada)
- Study at Oxford, Cambridge and St. Andrews
Communication
FERPA

• Family Education Rights and Privacy Act (1974)
• Students must give their permission for the release of information about their educational record
Sources of Communication

- JMU Email
- MyMadison
- Canvas
- www.jmu.edu/cob
- Newsletter
- Parent Relations Office
Family Weekend – September 22-24
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Questions?
www.jmu.edu/cob