

**WELCOME CLASS OF 2023!**



# Your Next Four Years



COLLEGE OF  
**BUSINESS**  
JAMES MADISON UNIVERSITY.

# 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
- A clear path to your degree
- Advising and career assistance
- Professional development opportunities



# Differential Tuition

- Provides programs that are not possible with state funding
  - Business tutoring, professional development programming
- 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 Support

Academic to Professional Development to Study Abroad

# First-Year

## *Academic Success:*

- COB 191 – Business Analytics I
- COB 204 – Information Systems
- ECON 201 – Microeconomics
- ECON 200 – Macroeconomics
- MATH 205/235 – Calculus
- General Education – Cluster 1
- Utilize on campus resources
- Consult with your first year advisor
- Investigate study abroad

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

## *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
- Polish your online presence

# Sophomore Year

## *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
- Consider a minor

\*Can be taken with COB 300

\*\*Some students will take COB 300 in the spring

## *Career Success:*

- Participate in Career KickStart
- Identify skills and interests
- Create a resume
- Activate Handshake account
- Create a LinkedIn account
- Attend career related events
- Research employers
- Apply for externship/internship
- Join a CoB student organization
- Participate in Career Treks



# Formal Acceptance to the College of Business

Application (2 app limit)

+

8 Lower-Level BBA Core Courses\*

+

2.7 BBA Core GPA\*\*

\*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, minus calculus

---

**ADMISSION to COB 300**

# Junior Year

## *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

## *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

# Senior Year

## *Academic Success:*

- Major Courses
- COB 487 –Strategic Management
- General Education
- Electives/Minor
- Apply for graduation
- Finish strong!

## *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

# 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 Academic Success Center Provides:

- Academic advising (sophomore year to graduation)
- Academic plan development
- First-Year seminars
- 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

# COB First-Year Success Seminar

- Strategies for academic and career success
  - Individual assessments and strengths
  - University resources
  - Co-curricular opportunities
  - Developing a personal brand
- 
- 7 sections in fall 2019; first-block
  - Ask your academic advisor



# Opportunities

Academic Support to Professional Development 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!

4 Business Fraternities

5 Honor Societies

20 General and Special Interest Business  
Organizations



# Entrepreneurship at JMU

- Entrepreneurship minor
- Center for Entrepreneurship
- Entrepreneurship and Small Business Management track in the Management major
- Seven student organizations
- Summer Venture Creation Accelerator
- Fallon Challenge scholarships



# Office of Professional Development & Engagement

- Career Treks: DC, New York, and Richmond
- Student/Alumni Networking Reception: Philadelphia
- Career KickStart Professional Development Conference
- Professional Etiquette Dinners
- Shape Your Future Workshop Series
- Professional Development Advising
- CoB Connections 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, Central and South 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)



# Sources of Communication

- JMU Email
- MyMadison
- Canvas
- [www.jmu.edu/cob](http://www.jmu.edu/cob)
- CoB Connections
- Parent Relations Office

## CoB Connections

A newsletter for CoB undergraduate students,  
brought to you by the CoB Office of Experiential Learning

Volume 4, Issue 12 March 19, 2019

---

### Special Features

Jackson-Rainey Competition Winners  
Ryan Croft- Entrepreneurship Speaker  
Robert Frank- Economics Speaker  
DUX Center Strengths Conference  
Join Net Impact- Info Meeting  
Jackson-Rainey Competition MVPs  
Duke Talk: Keynote Speaker Heath Slawner  
Entrepreneurship Minor  
2019 Grads: Pictures with Duke Dog  
Panayotis Giannakouros- Economics Speaker  
Real Estate Symposium  
2019 Grads: Get CoB Medallion  
Business Careers in Finance Panel  
2019-2020 CoB Scholarships Available  
2019 Grads: Important Events  
Caryle Group Case Competition  
John Robinson: Economics Speaker  
Spring Honors Symposium  
Digital Marketing Design- Maymester 2019  
Get Featured on CoB Instagram- CoB Orgs.  
Go Further with DISC

### In Every Issue

Academic Success Center (ASC) Updates  
*Express Advising*  
*Fall 2019 CoB 300 Application Deadline*  
*December 2019 Grad Apps Due*  
*Apply to be a Madison Advising Peer*  
Career & Academic Planning (CAP) Updates  
*Handshake*  
*Upcoming CAP Events*  
*Weekly Drop-In Resume Reviews*  
Experiential Learning Contact Information  
Career Quick Tip

### Quick Links

[Experiential Learning Website](#)  
[Academic Success Center](#)  
[CoB Student Orgs](#)  
[Professional Development](#)  
[Career & Academic Planning](#)  
[Handshake](#)

*Viewing on a desktop?  
Click the section title to jump  
to that section!*



# Save the Dates

# Move-in Day Ice Cream Socials for First Year Families

Tuesday and Wednesday  
August 20 and 21  
Showker Lobby  
1:00 – 2:00 pm

Co-sponsored by the  
CoB Student Advisory Council  
and Beta Gamma Sigma



# Family Weekend – October 11-13

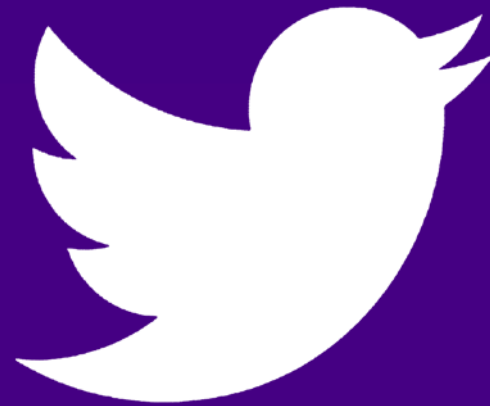


College of Business  
Family Weekend Welcome  
Friday, October 11  
4:00 – 6:00 pm

# Follow Us



JMUcollegeofbusiness



@JMUCOB



@JMUCOB

[jmu.edu/cob](http://jmu.edu/cob)

# Questions?

[www.jmu.edu/cob](http://www.jmu.edu/cob)

