

Internal Admissions Info Session

Welcome to our School of Business Admissions Video Information Session. My name is Emma Bjorngard-Basayne and I'm an Academic Advisor in the School of Business."

Let's navigate to our internal admissions website.

The School of Business has a competitive admission process. We have limited space available, so unfortunately, we cannot offer admission to every student who applies.

Students in a business major that wish to change campuses, in most cases must apply through internal admission to the business majors at other campuses

Let's scroll down to the Preparing to apply section. Hopefully you are already a few steps into this process, but I'll outline some steps here for those who are not.

- **PLAN**

Work with your current advisor utilizing this website and other resources made available to you, including the Prospective Business Student Advising Record.

It is important to identify a parallel plan (aka a "back up plan" or a "plan B") with your current advisor. This refers to something that can be your primary major while you seek admission to Business, and that could potentially translate into a minor should you eventually be admitted to business.

Over the years, we have noticed that applications are stronger for students who are working intentionally on their Plan B. This is because it is clearer to reviewers what an applicant's academic and professional goals are, and also because being declared in a major often allows students access to 2000/3000/4000 level major courses. Completing this level of coursework demonstrates academic rigor.

- **EXPLORE**

Gain a good understanding about the major into which you plan to apply. This will help you to identify skills and opportunities to take advantage of while you are planning to apply, and also will come through in your essay. To do so, I encourage you to explore business departmental websites, TME, and our website to learn the specifics about the major.

One major is not harder to get into than the other--so it is important to choose the major that you intend on pursuing when you graduate, and since fit-for-major is such a significant component of evaluation, major change requests after a student is admitted are vetted significantly, and may not be permitted.

You can apply to a first choice major and optionally indicate a second choice major, which must be a major offered at a different campus from your first choice. Your second choice pick will not affect your first choice evaluation.

Ideally these two majors "make sense" with your overall plan, and can be addressed easily in your essay. For example, applying to MIS at Storrs for first choice, and Business Data Analytics at Hartford as a second choice. If they are not aligned (for example, Accounting as your first choice and Business Data Analytics as your second choice), then address this in the additional information section of your

application.

Note that there is a separate campus change procedure that must also happen if a student is admitted to a major not available on their campus. After all, you cannot be on a campus where your major does not exist.

- **LEARN – This is where you are today!**

Attend information sessions the semesters prior to when you plan to apply, and in the term you plan to apply to be sure you have all the updated information.

Also, join opportunities in the School of Business or in your community to grow your skills and knowledge.

- **APPLY during the application period, and once the eligibility criteria are met**

The application is entirely online and accessible through this webpage. It opens on the first day of class each semester, and the deadline is the same as add/drop.

Here you can see the admissions timeline for the School of Business.

Let's talk a little bit about the minimum eligibility requirements to apply

Academics are weighted most heavily at 60%

Minimum eligibility requirements are just that—required. Ineligible applications are not reviewed, no exceptions.

So, 40 credits must be completed and on your transcript when you apply. This does not include current enrollment or planned summer or winter coursework.

All 7 criticals must be completed or in progress here at UConn; this does not include planned summer or winter coursework

If you took a critical elsewhere but it is not on your UConn transcript yet, you may upload your transcript and verification of equivalency to your application

You must have ACCT 2001 on your transcript, not ACCT 91000

You must also have present information regarding the ENGL waiver if you do not have the exact matching ENGL course(es)

You must have a minimum 2.0 average GPA for Business courses (such as ACCT 2001 and 2101, and 3000+ Business courses)

The academic evaluation is a complex review of multiple factors. Cumulative GPA and GPA in critical courses are essential, but all factors in a student's transcript will be considered.

Traditional students who transfer in a critical after starting at UConn will reflect negatively on an

application if no explanation is given. So, AP credits, ECE credits, or anything else happening prior to starting at UConn are fine.

Repeated courses will be factored into critical GPA calculations and courses taken outside of UConn for the traditional UConn freshmen will not help your application.

Transfer students will have their cumulative and critical GPAs based upon just the courses taken here at UConn and compared to a similar group of students in the applicant pool

Completion of and strong performance in 2000+ level coursework demonstrates rigor and also reflects positively on your progress towards your parallel plan.

If you are looking for an appropriate parallel plan, you can click on this link here on the right side of your screen.

Note that a Business minor could be part of your parallel plan. Be aware that not all courses will count towards major requirements so you want to make sure you refer to our BADM equivalencies page here.

There are many opportunities to provide explanations for your academic experiences throughout the application—take advantage of this!

I encourage you to use our Prospective Business Student Advising Record not only for academic planning, but also for the resources and opportunities that it lists.

The Essay is weighted 30%

Your essay is limited to 3000 characters, including spaces, for both parts combined.

You can answer Part A and B separately, or you can combine them, so long as you answer both parts.

The essay topic is always posted well in advance so you can start working on your essay early.

It's very important that your essay does not simply repeat your resume.

What differentiates you from someone else?

Your essay should provide the committee with a great sense of who you are, your passions and experience as it relates to your major, OR MAJORS! Both majors should be addressed in the same essay, assuming those majors are aligned. If they are not aligned and you cannot address the prompt with both majors, then as mentioned earlier comment in the "additional information" section of the application.

In your essay, demonstrate that you know your major, reflect on the core values; how your goals are aligned with the actions you have taken; and provide concrete examples.

Have people who know you well help you ensure your essay communicates your values. Your current academic advisor, mentor, or friend can help you develop the essay in ways that will get your values and goals across.

Keep in mind that School of Business Faculty and Staff cannot review your essay, as staff are included in the evaluation process.

Grammar, articulation, and spelling will be evaluated. So make sure you have the Writing Center look over your essay for objective feedback.

You can use our word cloud on the admissions website to see successful themes past applicants have used.

Your essay will be ran through a program to identify plagiarism

As referenced throughout this video, this is where you include any additional information you feel is important to consider in your application. If you are compelled to note something important in your essay but it is not relevant, then you can add that to this area.

The Resume is weighted 10%

On your resume demonstrate purposeful, intentional experiences here at UConn or elsewhere at the collegiate level and/or within your community

The Admissions Committee is not looking for high school experience unless it is very unusual or remarkable and relevant to where you are today.

Your resume should be reflective of your current plan. So, put your current major on your resume, and not the Business major you are applying into.

Be truthful—our office is involved with organizations and clubs across campuses, so make sure you are actively engaged in what you put on your resume.

Just joining something now does not mean you should be putting that on your resume. you can note on your application however that you plan to join certain groups/activities.

Elaborate on what you have learned from experiences and skills gained. Part-time work 'counts' as experience you should include. Work with UCDO and/or CCD to reflect on your part-time work in a way that can be applied to Business.

As discussed previously, LAUNCH is a program you can opt-in to to learn how to strategically engage. Take advantage of this program so that you can capitalize on fun experiences on your campus.

Student can have their resume reviewed by either UConn CCD or UCDO. We strongly encourage students to have their resume reviewed by a career counselor before submitting it.

Resume sample link, UConn Center for Career Development

You will be able to find the link to apply at the bottom of our website as soon as it becomes available.

Let's scroll up on the page so I can show you where you can find Summary Profiles from previous

admissions cycles.

In the Summary profiles you can see average GPAs of those admitted, not minimum GPAs.

You can also see the most common factors negatively impacting an application [here](#).

Lastly, I want to cover some Frequently Asked Questions with you. We often hear from students:

What's the acceptance rate?

It changes over the semesters, previous years it has been about 50% or so, but there are different factors that go into it including strength of applicant pool and space available. You can see more information about this on *our profiles pages*.

Is it easier to get into one campus versus another?

It is driven by the space available on the campus to which you are applying. We will not admit someone to a campus where we cannot provide access to the minimum amount of courses needed to graduate in 4 terms. Some campuses allow for more opportunity to admit students because there is more space available. All campuses have a competitive admissions process.

If I do not have a UConn GPA yet, when will I hear a decision (typical transfer student)?

You will be asked to submit your transcript at the end of the term, and a decision will be made at that time, based off of your academic performance in UConn courses and the rest of your application.

Are letters of recommendation helpful?

We don't ask for them and can't use them to evaluate your application because they are not a required piece of the application.

Is it bad if I've applied before?

No, there is no penalty or negative implications for applying more than once. You do want to consider your timeline for graduation though, majors are designed to be done in 4 semesters and many cannot be condensed further.

My GPA is really high, does that mean I'll get in?

Not necessarily, it's a holistic review process. It's concerning to us when a student is really strong in some areas of the application but not in others. Students need to show strength in all 3 components of their application.

I did really bad my first semester because I wasn't in the right major for me but have done well since, will this mean I won't get in?

We look at all factors in a student's application and consider their overall story. If you have a semester that you feel doesn't represent your academic capabilities you can tell us about that in the additional information section.

When will I know if I got in?

We notify students prior to registration for the next semester and those who are accepted must attend an orientation session before registering for the next term's classes. Students will be able to enroll in business courses for the next semester if they are accepted.

I'm not applying in a few semesters, how can I increase my business engagement?

Take advantage of our LAUNCH program, join clubs: business student organizations are mostly open to students in all majors with an interest in the area, attend events and speaker series, get Bloomberg certified, and/or gain major aligned positions in non-BUSN organizations (for example, applying to FNCE and treasurer of your sorority).

Thank you for watching our our School of Business Admissions Video Information Session. Good luck!