

COLLEGE LIST BUILDING RESOURCES

EXPLORING MAJORS & CAREERS

- ✦ [Table of Majors](#), unemployment rate, wages, etc.:
- ✦ [CareerOneStop](#) federal government career exploration website
- ✦ [U.S. News and World Report College Major Quiz](#) (sells your name)
- ✦ College Board: [Big Future Career Quiz](#)
- ✦ Federal Reserve Bank of New York, [The Labor Market for Recent College Graduates](#) – [Interactive web feature](#), February 4, 2026

FEATURED ARTICLE

The Visibility Cliff: How AI Prestige Bias is Erasing Small Colleges from the Admissions Conversation

FINDING COLLEGES

- ✦ [College Navigator](#) – Find colleges from an unbiased source

CALCULATING POTENTIAL COST OF COLLEGE

- ✦ [Niche True Cost Calculator](#) (can also use Niche to research colleges)
- ✦ College Net Price Calculators ([here's Pitt's](#), for example)

RESEARCHING COLLEGE CULTURE/COMMUNITY

- ✦ [The Fiske Guide](#) (large book with great summaries for most colleges except regional)
- ✦ [Niche](#) (sells your name to colleges)
- ✦ [Unigo](#)
- ✦ Jeff Selingo's book [Dream School](#) and his [College Buyers and Sellers](#) list

College Business Program Comparison (CLAUDE AI)

Student Profile: 3.6 Unweighted GPA | SAT 1100 | Pennsylvania Resident

Quick Reference: Admission Likelihood Summary

College	Acceptance Rate	Your Chances
Kent State	86%	✔ Very Likely
West Chester	78%	✔ Very Likely
University of Dayton	62%	⚠ Unlikely
Penn State (UP)	~56% overall / ~19% Smeal	❌ Low (UP) / Very Low (Smeal)
Villanova	27%	❌ Very Unlikely

1. Kent State University

Ambassador Crawford College of Business & Entrepreneurship

Business Majors Offered Accounting, Business Analytics, Business Management, Computer Information Systems, Economics, Entrepreneurship, Finance, General Business, Human Resource Management, Managerial Marketing, and Marketing — 10 majors and 14 minors total, all leading to a Bachelor of Business Administration (B.B.A.).

Special Programs

- Dedicated entrepreneurship major and co-curricular entrepreneurship programming
- Case competitions and business honor societies
- Business-specific study abroad through the Office of Global Education
- New Crawford Hall features state-of-the-art collaboration and trading spaces

Internship & Career Support The Ambassador Crawford College has a dedicated Career Services office with career advisors, resume review, and employer recruiting. Students can earn academic credit for internships (BUS 20192 or BUS 40192) with faculty approval. An industry advisory board connects students with employers across multiple sectors.

Global / Study Abroad 200+ study abroad programs worldwide through Kent State's Office of Global Education; business students are specifically encouraged to participate. Education Abroad for business is structured through the college.

Collaborative vs. Competitive Collaborative. The college explicitly lists collaboration as a core value alongside excellence, accountability, and respect. Faculty reviews highlight group work, active classroom discussion, and a supportive atmosphere. The campus culture is described as diverse and inclusive.

Admissions Profile

Metric	Data
SAT Range (middle 50%)	1020–1230
ACT Range (middle 50%)	21–27
% Submitting SAT	17%
% Submitting ACT	43%
Average GPA	3.6 (Unweighted — estimated)
Acceptance Rate	86%

Campus Life

Feature	Status
Greek System	✓ Yes — multiple fraternities & sororities; minimum 2.25–3.0 GPA required
Club Soccer	✓ Yes — both Men's and Women's Club Soccer teams compete in Ohio-area conferences

Cost of Attendance (2025–26)

Cost Item	Amount
Tuition (Out-of-State — PA is not Ohio)	\$24,300/yr
Room & Board (on-campus)	~\$11,552/yr
Fees, Books & Personal (estimated)	~\$4,000–\$5,000/yr
Estimated Total COA (out-of-state)	~\$40,000–\$42,000/yr
Avg. Net Price (families earning >\$100K)	~\$27,000–\$30,000/yr*

Net price figure (~\$27,235) from TuitionTracker reflects average across all students. As an out-of-state student, your actual net price may be higher — use Kent State's Net Price Calculator for a personalized estimate.

Admission Likelihood for You (3.6 GPA / SAT 1100 / PA)  Very Likely. Your 3.6 GPA exactly matches Kent State's average. Your SAT of 1100 falls within the middle 50% range (1020–1230). With an 86% acceptance rate, this is a strong safety/likely school. Note: as an Ohio school, you will pay out-of-state tuition, which significantly raises the cost.

2. University of Dayton

School of Business Administration (SBA)

Business Majors Offered Accounting, Business Analytics, Economics, Entrepreneurship, Finance, Management, Management Information Systems, Marketing, and Operations & Supply Chain Management — 9 majors.

Special Programs

- **DoUBLE (Dayton Undergraduate Business Leadership Experience):** Honors program for high-achieving business students featuring exclusive courses, elite guest speakers, a leadership class with the Dean, and an optional London experience.
- **Discover Business:** Exploratory program for students who haven't yet declared a business major.
- **Davis Center for Portfolio Management:** Students manage what is reported as the #1 largest student-managed investment fund in the U.S.
- **Flyer Enterprises:** One of the nation's largest student-run businesses with 12 divisions and \$2.1M in annual revenue; 200+ student employees.

Internship & Career Support Business students have access to career resources, internship databases, and connections to employers through clubs, organizations, and the career center. Internships are strongly encouraged and integrated into the curriculum.

Global / Study Abroad Multiple study abroad and away opportunities, including the DoUBLE London option. The SBA integrates international business exposure across the curriculum.

Collaborative vs. Competitive Collaborative. Rooted in the Marianist tradition, UD places strong emphasis on community, service, and the development of the whole person. The campus culture is widely described as warm and tight-knit. The SBA emphasizes holistic student development and ethical leadership.

Admissions Profile

Metric	Data
SAT Range (middle 50%)	1200–1360
ACT Range (middle 50%)	25–31
% Submitting SAT	9%
% Submitting ACT	27%
Average GPA	~3.75–3.77 (Unweighted — estimated)
Acceptance Rate	~62%

Campus Life

Feature	Status
Greek System	✅ Yes — 22 organizations (fraternities & sororities); ~12% of men, ~25% of women
Club Soccer	✅ Yes — Men's and Women's Club Soccer; competes in Midwest Alliance Soccer Conference; recently qualified for regionals

Cost of Attendance (2025–26)

Cost Item	Amount
Tuition (all students — private university)	~\$50,610/yr
Room & Board (on-campus, double room)	~\$17,230/yr
Fees, Books & Personal (estimated)	~\$3,000–\$4,000/yr
Estimated Total COA	~\$70,000–\$72,000/yr
Avg. Net Price (families earning >\$100K)	~\$38,000–\$39,000/yr*

Net price figure (~\$38,346) from TuitionTracker. UD is known for merit scholarships — students with strong stats often receive significant awards regardless of income.

Admission Likelihood for You (3.6 GPA / SAT 1100 / PA) ⚠️ Unlikely without a very strong application. UD's average GPA is 3.75–3.77, and the median SAT is 1,290 — your SAT of 1100 falls below the 25th percentile. While UD is test-optional and your GPA is close, you would be below their typical admit profile. A compelling personal essay, demonstrated interest, and strong extracurriculars could help, but this is a reach school for you.

3. Penn State University Park

Smeal College of Business

⚠ **Critical Note:** Admission to Penn State University Park does **not** mean automatic admission to the Smeal College of Business. Smeal is a separate, highly competitive application that students complete after arriving at Penn State. To be eligible, you must maintain a 3.2+ cumulative GPA (3.5 for Finance). Smeal has roughly a **19% internal acceptance rate**. Many students who intend to study business at Penn State do not end up in Smeal.

Business Majors Offered Accounting, Finance, Management, Marketing, Risk Management (Insurance & Real Estate), Supply Chain & Information Systems, and Management Information Systems — approximately 9 majors. Minors include International Business, the Legal Environment of Business, and Information Systems Management.

Special Programs

- **Sapphire Leadership Academic Program:** Honors-track program for high-achieving Smeal admits.
- **Integrated Master of Accounting (IMAcc):** Five-year combined B.S./M.S. in Accounting.
- **Global Immersion Track:** Study abroad for 6+ weeks combined with the International Business minor.
- **Business Fraternity Council (BFC):** Five business fraternities specifically for business-minded students.
- **40+ student business organizations** including trading clubs, consulting groups, and case competition teams.

Internship & Career Support The Smeal Business Career Center posts 1,300+ undergraduate internship and co-op opportunities annually. The center offers career planning courses, individual coaching, employer networking events, and has a dedicated International Internship program in partnership with the International Programs Office.

Global / Study Abroad Smeal strongly encourages study abroad — over 25% of Smeal graduates have international experience. Programs range from 10-day faculty-led Maymester trips to full-semester exchanges at partner universities worldwide. The Global Immersion Track formally integrates international experience into the degree.

Collaborative vs. Competitive Competitive (with collaborative elements). Smeal is highly selective in its internal admissions, which creates a competitive atmosphere. GPA requirements for major entry, competitive case competitions, and heavy employer recruiting all contribute to a driven student culture. That said, the large student organization ecosystem and team-based projects offer collaborative experiences.

Admissions Profile

Metric	Data
SAT Range (middle 50%)	1320–1450
ACT Range (middle 50%)	29–33
% Submitting SAT	31%
% Submitting ACT	5%
Average GPA (middle 50%)	3.65–3.94 (Unweighted — confirmed)
Penn State UP Acceptance Rate	~54–56%
Smeal Acceptance Rate (internal)	~19%

Campus Life

Feature	Status
Greek System	✅ Yes — 70+ organizations; ~15% of student body; includes Business Fraternity Council
Club Soccer	✅ Yes — Men's and Women's Club Soccer teams

Cost of Attendance (2025–26)

Cost Item	Amount
Tuition (In-State — PA resident ✅)	\$20,644/yr
Room & Board (on-campus)	~\$14,000–\$15,000/yr (estimated)
Fees, Books & Personal (estimated)	~\$5,000–\$6,000/yr
Estimated Total COA (in-state)	~\$41,000–\$42,000/yr
Avg. Net Price (families earning >\$100K)	~\$37,600–\$38,000/yr*

TuitionTracker data (~\$37,629 for income >\$110K). This reflects that higher-income Penn State families receive minimal grant aid — you would pay near full in-state COA.

Admission Likelihood for You (3.6 GPA / SAT 1100 / PA) 🚫 Low likelihood for University Park. Your SAT of 1100 falls significantly below Penn State UP's 25th percentile of 1,320, and your GPA (3.6) is at the lower edge of the middle 50% range (3.65–3.94). Penn State is test-optional, but submitting a 1100 could hurt rather than help. If applying, consider **not submitting your SAT score**. Even if admitted to Penn State UP, gaining admission to Smeal (19% internal acceptance rate) would require maintaining a 3.2 GPA minimum once enrolled. Consider a Penn State branch campus (like Penn State Altoona or Brandywine) as a more realistic path, with potential transfer to UP later.

4. West Chester University of Pennsylvania

College of Business and Public Management (AACSB Accredited)

Business Majors Offered Accounting, Business Analytics, Economics, Finance, International Business, Management, Marketing, and Supply Chain Management — 8 majors. The school is AACSB accredited, which is an important distinction for business program quality.

Special Programs

- AACSB accreditation (shared by fewer than 6% of business schools worldwide)
- Active student business organizations and professional development programming
- Business clubs aligned with specific majors (Finance Club, Marketing Association, etc.)

Internship & Career Support The Twardowski Career Development Center provides comprehensive career services including resume review, career workshops, job and internship fairs, career counseling, and on-campus interviews. Students can earn 3 or 6 academic credits for internships (135 or 270 hours respectively). Handshake is used to manage internship and job listings.

Global / Study Abroad International internship resources are available, and the career center provides guidance on international opportunities. Formal global business programming is more limited compared to some peer institutions.

Collaborative vs. Competitive Collaborative/Supportive. Student reviews consistently highlight accessible professors with real-world experience, tight-knit upper-division classes, and a generally supportive atmosphere. The school does not have the high-pressure, competitive culture of more selective schools.

Admissions Profile

Metric	Data
SAT Range (middle 50%)	1100–1270
ACT Range (middle 50%)	24–28
% Submitting SAT	14%
% Submitting ACT	1%
Average GPA	~3.4 (Unweighted — estimated)
Acceptance Rate	78%

Campus Life

Feature	Status
Greek System	✔ Yes — 35 fraternities & sororities; ~15% of students; 9 Panhellenic sororities
Club Soccer	✔ Yes — Men's Club Soccer is highly competitive; went undefeated in division play (Fall 2024) and has qualified for regionals five years in a row

Cost of Attendance (2025–26)

Cost Item	Amount
Tuition (In-State — PA resident ✔)	~\$10,865/yr
Room & Board (on-campus)	~\$19,676/yr
Fees, Books & Personal (estimated)	~\$1,500–\$3,000/yr
Estimated Total COA (in-state)	~\$31,651–\$35,349/yr
Avg. Net Price (families earning >\$100K)	~\$16,433/yr

One of the best values on this list for PA residents. Net price data from College Factual, based on IPEDS data.

Admission Likelihood for You (3.6 GPA / SAT 1100 / PA) ✔ Very Likely. Your GPA of 3.6 is above WCU's average of 3.4, and your SAT of 1100 sits at the 25th percentile of admitted students. As a Pennsylvania resident at a PA state school with a 78% acceptance rate, this is a strong safety/likely school. WCU's AACSB-accredited business school offers solid career preparation at an exceptionally affordable in-state price.

5. Villanova University

Villanova School of Business (VSB)

Business Majors Offered VSB offers **7 majors**, 2 co-majors, and 11 minors. Majors include Accountancy, Economics, Finance, Management & Operations, Marketing, plus co-majors in International Business and Real Estate & Finance. Students choose their major during sophomore year after completing a shared core business curriculum.

Special Programs

- **Global Citizens Program:** A unique 16-week semester in London or Singapore combining academic coursework with a full-time internship — open to VSB freshmen. One of the most distinctive undergraduate global business programs in the country.
- **SAI (Student Accounting Initiative):** Accounting majors work full-time at an accounting or business firm during the spring of junior year for immersive experiential learning.
- **Cooperative Education (Co-op):** Structured alternating work/study program available to business students.
- **30+ active VSB student societies** including consulting groups, finance societies, and entrepreneurship teams with access to trading labs and research centers.

Internship & Career Support The VSB Career Center provides professional skills development, employer connections, and Handshake integration for internship/job applications. VSB students are strongly encouraged to complete at least one internship. Career fairs, networking events, and individual coaching are available. VSB's strong alumni network and Philadelphia-area location provide excellent employer access.

Global / Study Abroad VSB offers multiple international opportunities: the signature Global Citizens Program (London/Singapore), semester exchange programs, and various faculty-led programs. International Business is available as a co-major or minor, and education abroad is formally integrated into the curriculum.

Collaborative vs. Competitive Collaborative (with a driven peer group). VSB's vision emphasizes "an inclusive community of collaborative leaders." Rooted in Augustinian Catholic tradition, Villanova emphasizes community and service. That said, the student body is high-achieving and career-focused, which creates an academically ambitious — though generally supportive — atmosphere.

Admissions Profile

Metric	Data
SAT Range (middle 50%)	1450–1520
ACT Range (middle 50%)	33–35
% Submitting Tests (combined)	~46% of admitted students submitted scores
Average GPA — Unweighted (middle 50%)	3.87–4.10 (Unweighted — confirmed)
Average GPA — Weighted (middle 50%)	4.19–4.54 (Weighted — confirmed)
Overall Acceptance Rate	27.4%
VSB Acceptance Rate	~20%

Campus Life

Feature	Status
Greek System	✅ Yes — 9 IFC fraternities, 8 Panhellenic sororities, 7 cultural organizations; ~30% of students are members
Club Soccer	✅ Yes — both Men's and Women's Club Soccer

Cost of Attendance (2025–26)

Cost Item	Amount
Tuition (private — no in/out-of-state distinction)	~\$69,846/yr
Room, Board, Fees, Books & Personal	~\$22,968/yr
Estimated Total COA	~\$92,814/yr
Avg. Net Price (families earning >\$100K)	~\$60,000–\$68,000/yr*

Higher-income families receive little to no need-based aid at Villanova. Some merit scholarships exist but are highly competitive. Net price figure based on TuitionTracker/IPEDS data.

Admission Likelihood for You (3.6 GPA / SAT 1100 / PA) 🚫 Very Unlikely. Villanova's middle 50% unweighted GPA is 3.87–4.10, and its SAT range is 1450–1520 — both significantly above your profile. With an overall acceptance rate of 27% (and VSB at 20%), Villanova accepts primarily students in the top 10% of their class. Your current stats make admission here very unlikely unless you have exceptional extracurricular accomplishments, leadership, or a compelling personal story that stands out strongly.

Side-by-Side Comparison Tables

Business Programs at a Glance

	Kent State	Univ. of Dayton	Penn State (Smeal)	West Chester	Villanova (VSB)
# of Business Majors	10	9	~9	8	7 + 2 co-majors
AACSB Accredited	✓	✓	✓	✓	✓
Flagship Special Program	Entrepreneurship major; Crawford Hall	DoUBLE Honors + London; Portfolio Mgmt Fund	Sapphire Honors; IMAcc 5-yr	AACSB; Twardowski Career Center	Global Citizens Program (London/Singapore)
Study Abroad Quality	Strong (200+ programs)	Good (DoUBLE London option)	Excellent (25%+ graduate with intl. experience)	Limited	Excellent (signature Global Citizens Program)
Career/Internship Support	Good — business career advisors	Good — strong employer connections	Excellent — 1,300+ annual postings	Good — Twardowski CDC	Excellent — VSB Career Center + Philly market
Business Environment	Collaborative	Collaborative	Competitive	Collaborative	Collaborative (high-achieving peers)
Global Business Opportunities	200+ study abroad programs	DoUBLE London + general programs	Global Immersion Track; semester exchanges	Limited; intl. internship resources	Global Citizens Program; semester exchanges; Intl. Business co-major

Admissions Data

	Kent State	Univ. of Dayton	Penn State (UP)	West Chester	Villanova
SAT Range (mid 50%)	1020–1230	1200–1360	1320–1450	1100–1270	1450–1520
ACT Range (mid 50%)	21–27	25–31	29–33	24–28	33–35
% Submitting SAT	17%	9%	31%	14%	~46% (combined)
% Submitting ACT	43%	27%	5%	1%	~46% (combined)
Avg. GPA	3.6 UW (est.)	3.75–3.77 UW (est.)	3.65–3.94 UW (confirmed)	3.4 UW (est.)	3.87–4.10 UW (confirmed)
GPA Type	Unweighted (est.)	Unweighted (est.)	Unweighted (confirmed)	Unweighted (est.)	Unweighted (confirmed)
Acceptance Rate	86%	62%	~56% overall / 19% Smeal	78%	27%

Campus Life

	Kent State	Univ. of Dayton	Penn State (UP)	West Chester	Villanova
Greek System	✓ Yes	✓ Yes (22 orgs)	✓ Yes (70+ orgs)	✓ Yes (35 orgs)	✓ Yes (24+ chapters)
Club Soccer	✓ Yes (M & W)	✓ Yes (M & W)	✓ Yes (M & W)	✓ Yes (M & W)	✓ Yes (M & W)

Cost & Financial Aid

	Kent State	Univ. of Dayton	Penn State (UP)	West Chester	Villanova
Residency for You	Out-of-state	Out-of-state	In-state ✓	In-state ✓	Private (N/A)
Est. Total COA	~\$40,000–\$42,000	~\$70,000–\$72,000	~\$41,000–\$42,000	~\$31,651–\$35,349	~\$92,814
Avg. Net Price (>\$100K income)	~\$27,000–\$30,000*	~\$38,000–\$39,000	~\$37,600–\$38,000	~\$16,433	~\$60,000–\$68,000

Kent State net price may be higher for out-of-state students. All figures are averages — use each school's Net Price Calculator for personalized estimates.

Your Admission Likelihood — Detailed Analysis

Your Profile: 3.6 Unweighted GPA | SAT 1100 | Pennsylvania Resident

Kent State — VERY LIKELY

Your GPA matches the school's average exactly (3.6), and your SAT falls comfortably within range. At 86% acceptance rate, this is a reliable likely school. Keep in mind you'll pay out-of-state tuition as a PA resident, so the cost advantage is reduced. Still, the Crawford College of Business has strong programming, a collaborative culture, and a growing reputation.

West Chester — VERY LIKELY

Your GPA (3.6) exceeds WCU's average (3.4), and your SAT is at their 25th percentile. As a PA in-state student at a public university with a 78% acceptance rate, this is also a strong likely school — and arguably the **best financial value** on this list at ~\$16,433/yr net price for families at your income level. The AACSB-accredited business school and strong Career Development Center make it a solid choice.

University of Dayton — UNLIKELY

Your stats fall below UD's typical admit profile: average GPA is 3.75–3.77, and the median SAT is 1,290 (your 1100 is below the 25th percentile). UD is test-optional, so you could apply without submitting your SAT. However, even then, the GPA gap makes this a reach. The school is known for merit scholarships — if admitted, you might receive aid that partially offsets the ~\$70,000+ COA.

Penn State University Park — LOW LIKELIHOOD

Your SAT of 1100 is well below Penn State UP's 25th percentile of 1,320. Penn State is test-optional, so **do not submit your SAT score** if you apply. Your GPA (3.6) is also at the low end of the middle 50% (3.65–3.94). Admission to Penn State UP is uncertain, and even if you were admitted, gaining entry to Smeal requires a 3.2+ GPA once enrolled. **Consider Penn State branch campuses** (Brandywine, Altoona, etc.) which have higher acceptance rates, lower costs, and a transfer pathway to University Park.

Villanova — VERY UNLIKELY

With a middle 50% unweighted GPA of 3.87–4.10 and SAT of 1450–1520, Villanova's admits are significantly above your current profile. The VSB acceptance rate is approximately 20%. Unless you have truly exceptional circumstances, this is a very long-shot application and carries a ~\$92,000/year price tag with minimal financial aid for higher-income families.

Key Takeaways & Recommendations for Leslie

1. **Best financial value:** West Chester University (~\$16,433/yr net price, in-state, AACSB-accredited). For a PA resident, this is a strong practical choice.
2. **Best business program prestige/opportunities:** Villanova VSB (though very unlikely admission) > Penn State Smeal (low likelihood + internal competitive admissions) > University of Dayton (reach).
3. **Best fit for your current profile:** Kent State and West Chester both align well with your GPA and test scores. Both have strong business programs with good career support.
4. **Penn State strategy:** If Penn State is a dream school, apply test-optional, consider applying to a branch campus, and work toward a 3.5+ GPA in freshman year to pursue Smeal admission. A gap-year to boost your SAT (target 1200+) could also open more doors.
5. **University of Dayton:** A reach, but worth applying if you're drawn to its culture and mission. Apply test-optional, write a strong essay, and check their merit scholarship eligibility — UD awards merit aid generously.

Data sources: US News & World Report, Niche, TuitionTracker, College Factual, CollegeSimply, PrepScholar, Kent State official site, UD official site, Penn State official site, West Chester official site, Villanova official site, IPEDS/CollegeTuitionCompare, and Poets&Quants for Undergrads. COA and net price figures are estimates based on 2024–26 data and should be verified with each school's official Net Price Calculator. Admission likelihood assessments are estimates only and not guarantees.