NEW CAMPUS GATEWAY
Main Street & Midway Drive

PEDESTRIAN APPROACH
View from Main Street at New Quadrangle
FEATURES - LEVEL 1

➊ CENTER FOR ENTREPRENEURSHIP AND BUSINESS INNOVATION
The center will feature teaming spaces for student collaboration and idea development, as well as staff offices and an Entrepreneur in Residence area.

➋ GLOBAL MANAGEMENT CENTER
The center will provide students with opportunities to learn from executives who lead corporations with a global footprint, house international scholars and assist with international programs including study abroad.

➌ ACTIVE LEARNING CLASSROOMS
These 36-seat classrooms will feature flexible furniture to allow for highly collaborative problem solving involving the latest technology.

➍ BUSINESS ANALYTICS LAB
This 48-seat computerized data science research facility will provide hands-on experience to students analyzing and visualizing “Big Data” to inform business decisions.

➎ BEHAVIORAL RESEARCH CENTER
The center will house various labs that will allow faculty and students to conduct consumer research using specialized software and technology. It will also include a focus group room and an observation room, which will allow faculty and students to conduct research based on group feedback.

➏ COMPUTER LABS
The labs will feature state-of-the-art technology systems for student instruction.

➐ SALES LAB
This suite will include four labs for sales scenario role-play, a control room for observation and a collaboration space to prepare for sales competitions.

➑ CLASSROOMS
Modern, versatile classrooms will provide active learning spaces to increase student engagement and enable faculty to modify furniture layout to allow for collaboration and problem solving.
FEATURES - LEVEL 2

➊ CLASSROOMS
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➋ MBA/EMBA CLASSROOM
This classroom will be used for MBA/Executive MBA instruction and will feature C-suite level furnishings.

➌ CAFÉ
The café will be a “grab-n-go” dining space to provide snacks, meals and beverages for students, faculty, staff and visitors.

➍ TRADING LAB
The trading lab will serve as both a classroom and financial analysis lab by providing hands-on experiences for students using financial software on Bloomberg and other computer terminals.

➎ ATRIUM - THE BIG MAIN
The Big Main will be the grand lobby at the center of the building. All staircases and the campus entrance on the second floor connect to the Big Main. This expansive area is the showcase of the new building. The atrium will be used for student study, student-faculty collaboration, lunch programs, dinners, job fairs and lectures.

➏ FACULTY/STAFF LOUNGE
The lounge will be utilized by faculty and staff members for breaks and meals between classes and meetings.

➐ GRADUATE WING
The graduate wing will contain an executive level classroom for MBA and EMBA students and a conference room for use by students, faculty and staff. It will also feature offices and workstations for the Executive MBA Director, MBA Director and other graduate programs staff.

➑ STUDENT SUCCESS CENTER
The center will provide a “one-stop” location for undergraduate and graduate student academic advising, career services and international programs.
FEATURES - LEVEL 3

➊ GLOBAL FORUM
The Global Forum will be one of the most unique spaces in the new building and will have seating in the round for 400, accommodating large events and featuring the latest teaching technology. The college’s largest classes, distinguished lecture series and featured speakers will be hosted in this space.

➋ BUSINESS THEATER
The Business Theater will be one of the most important teaching venues in the new building and will hold up to 200 people. It will be used as a classroom for students and a lecture hall for both students and guests.

➌ CLASSROOMS
Modern, versatile classrooms will provide active learning spaces to increase student engagement and enable faculty to modify furniture layout to allow for collaboration and problem solving.

➍ ACADEMIC SUITES
The academic suites on Level 3 will house the Departments of Accounting, Economics and Management & Information Systems. The suites will feature offices for faculty and department chairs, teaming spaces and spaces for doctoral students, emeriti and visiting faculty.

➎ MARKETING & COMMUNICATIONS SUITE
This suite will house the Marketing and Communications Office staff.

➏ STUDENT ENGAGEMENT CENTER
The center will be located in a highly visible location overlooking “The Big Main” and will be the home for business-focused student organizations. The center will include meeting areas, copy center and a quiet study lounge.

➐ CONFERENCE ROOM
The conference room will be a flexible area featuring state-of-the-art audio/visual and conference technology for small and large gatherings.

➑ DONOR LOUNGE
The lounge will overlook the atrium and serve as a location for current and prospective donors to meet with faculty and staff. It will also serve as a “green room” for lecture series speakers who will be speaking in the Global Forum.
FEATURES - LEVEL 4

➊ DEAN’S SUITE
The Dean’s Suite will house the college’s leadership team and will include a board room, offices for the dean, associate deans, assistant dean and external relations personnel.

➋ BOARDROOM
The boardroom will be located within the Dean’s Suite and will be used for formal meetings and informal working sessions and include modern presentation and teleconferencing technology.

➌ ACADEMIC SUITES
The Department of Finance and the Department of Marketing and Entrepreneurship will be located in the Level 4 academic suite. The suite will feature offices for faculty and department chairs, teaming spaces and spaces for doctoral students, emeriti faculty, adjunct and visiting faculty.

➍ CLASSROOMS
Modern, versatile classrooms will provide active learning spaces to increase student engagement and enable faculty to modify furniture layout to allow for collaboration and problem solving.

➎ SCHOLARS TERRACE
The terrace will be one of the highly visible public spaces in the new building and will be accessible to students, faculty, visitors and the campus community. It will wrap around the exterior of the southwest corner of the new building and overlook the Campus Welcome Court.
“Our foundation for excellence is established and now we look to a brighter future – one anchored in a state-of-the-art facility and accessible to qualified students regardless of their socioeconomic circumstances.”

- Deborah F. Spake, Ph.D.
  Dean, Ambassador Crawford College of Business and Entrepreneurship

www.kent.edu/crawford-hall