



# Discover

## Schoolcraft College

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### Business

You're a problem solver; a risk taker; an organized, innovative, goal setter. You see yourself carrying a briefcase or briefing a new employee. You want to be where it's at—in Business.

Selling has always come naturally to you. But to move up the ladder, you need the academic credentials to back up your skills. That's where Schoolcraft College's program in Marketing and Applied Management comes in. Or perhaps your dream is to own or manage a business, or to better manage the one you've got. In that case, Schoolcraft College's Small Business Management program offers the skills and insight you need to succeed.

Whatever your business aspirations are, Schoolcraft College offers a program that gives you knowledge you can put to work immediately while providing college credit that can be transferred into a bachelor's degree program at a four-year college or university.

Schoolcraft also offers Accounting. See our catalog or website for details.

### FREQUENTLY ASKED QUESTIONS

#### What Kind of Work Would I Do?

Firms seek Business Generalists for positions requiring knowledge of many business activities rather than specialization in a single area. As a Sales Manager, you are responsible for hiring, training and supervising salespersons. You might also address customer complaints and deal with purchasing, budgeting and accounting issues. Business Owner/Managers are responsible for the day-to-day operation of the business, including the hiring and training of staff, purchasing supplies, managing production and sales, and promoting the business.

#### What Characteristics Do I Need To Work In This Field?

Persons in Business should be detail-oriented, good communicators, competent and confident, strategic thinkers with a certain amount of competitiveness. They enjoy challenges, working with others, and organizing things. The Business Owner/manager must be self-motivated and have a gift for motivating others, as well as strong communication skills. The ability to multi-task, and strong math and computer skills are also important.

#### Where Could I Find a Job?

Businesses are all around us, from the local fast-food franchise, to the international conglomerate. Don't forget nonprofit and educational organizations.

#### What Is My Employment Outlook?

The need for entry-level, well trained employees in all types of businesses will fluctuate with economic ups and downs, but employment opportunities are expected to grow as fast as the average for all occupations through the year 2020.

#### Related Websites

- Careers in Business: [www.careers-in-business.com](http://www.careers-in-business.com)
- National Retail Federation: [www.nrf.com](http://www.nrf.com)
- Sales and Marketing Executives International: [www.smei.org](http://www.smei.org)
- Small Business Administration: [www.sba.gov](http://www.sba.gov)

#### For More Information

Visit [www.schoolcraft.edu](http://www.schoolcraft.edu) where you can view course and program information, schedule a campus tour, apply for admission, register for courses, and request more information. Contact the Admissions and Enrollment Center at 734-462-4426 with additional questions.

### employment

#### JOB TITLES & MEDIAN SALARIES OR HOURLY RATES

<b>Manager Trainee</b>	\$35,256 (Michigan)
<b>Market Researcher*</b>	\$47,099 (Michigan)
<b>Sales Manager/Supervisor</b>	\$58,522 (Michigan)
<b>Business Manager/Owner</b>	\$35,000-\$75,000 (national)

\*Educational requirements: bachelor's degree or higher.

# discover BUSINESS

## Program Requirements 2012-2013 CATALOG

### BUSINESS—GENERAL ASSOCIATE DEGREE

Schoolcraft program code # AAS.00008

The General Business Program is intended to provide students with a balanced curriculum composed of liberal arts, general business, and technical skills to develop a unified awareness of the activities and operational setting of a business. The program is intended to lay a foundation for a variety of entry-level positions in business that may ultimately lead to specialized study in some area of management training.

All courses are not offered each semester. Students should work with the Counseling Center to set up a schedule that will work for them. Students who satisfactorily complete all College Requirements qualify for an Associate in Applied Science Degree.

#### SAMPLE SCHEDULE OF COURSES

##### FIRST YEAR Fall Semester

BUS 101	Introduction to Business.....	3
MATH 101	Business Mathematics.....	3
BUS 122	Advertising.....	3
English	Select I.....	3
ENG 100	Communication Skills	
ENG 101	English Composition I	
Humanities*	Select any General Education Humanities course... 3	
COMA 103	Fundamentals of Speech (recommended)	3

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##### Winter Semester

BUS 120	Strategic Selling.....	3
Elective	Select I.....	4
ACCT 103	Introduction to Accounting	
ACCT 201	Principles of Accounting I	
English	Select I.....	3
ENG 102	English Composition 2	
ENG 106	Business English	
PSYCH 153	Human Relations.....	3
Science*	Select any General Education Science course..... 4	

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##### SECOND YEAR Fall Semester

BUS 217	Business Management.....	3
BUS 220	Supervision.....	3
ECON 201	Principles of Macroeconomics.....	4
BUS 202	Business Ethics.....	3
BUS 240	International Business.....	3

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##### Winter Semester

BUS 204	Personal Finance.....	3
BUS 207	Business Law I.....	3
BUS 215	Business on the Web.....	3
BUS 226	Principles of Marketing.....	3
Electives	Select from the list below.....	2-4

14-16

**PROGRAM TOTAL 62-64 CREDITS**

\* Number of credits may vary depending on the General Education course selection.

Students planning to transfer should check the transfer institution's requirements/guides or discuss their options with a counselor or advisor. Number of credits may vary depending on the course selection.

### ELECTIVES

ACCT 138	Income Tax Preparation.....	2
BUS 103	Organizing a Small Business.....	3
BUS 104	Operating a Small Business.....	3
BUS 123	Consumer Behavior.....	3
BUS 161	Retail Principles and Practices.....	3
BUS 205	Personal Investing.....	3
BUS 206**	Foundation of Business Information Technology.....	3
BUS 208	Business Law 2.....	3
BUS 221**	Statistical Inference for Management Decisions.....	3
BUS 230	Human Resource Management.....	3
CIS 120	Software Applications.....	3
CIS 215	Advanced Software Applications.....	3
ENG 116	Technical Writing.....	3
MATH 122	Elementary Statistics.....	4

\*\* These courses are designed for students pursuing the Walsh College Honors Fast Track Program.

### BUSINESS—BASIC CERTIFICATE

Schoolcraft program code # 1YC.00002

The Basic Business Program introduces students to accounting, economics and the basics of business. Completion of the program positions the student for pursuit of an associates degree or for transition into the business community.

All courses are not offered each semester. Students should work with the Counseling Center to set up a schedule that will work for them. Students who satisfactorily complete the Program Courses qualify for a Certificate of Program completion.

#### SAMPLE SCHEDULE OF COURSES

##### FIRST YEAR Fall Semester

BUS 101	Introduction to Business.....	3
MATH 101	Business Mathematics.....	3
English	Select I.....	3
ENG 100	Communication Skills	
ENG 101	English Composition I	
COMA 103	Fundamentals of Speech.....	3
BUS 220	Supervision.....	3

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##### Winter Semester

English	Select I.....	3
ENG 102	English Composition 2	
ENG 106	Business English	
Accounting	Select I.....	4
ACCT 103	Introduction to Accounting	
ACCT 201	Principles of Accounting I	
ECON 201	Principles of Macroeconomics.....	4
PSYCH 153	Human Relations.....	3

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##### Spring Session

BUS 202	Business Ethics.....	3
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**PROGRAM TOTAL 32 CREDITS**

Go to [www.schoolcraft.edu/academicprograms](http://www.schoolcraft.edu/academicprograms) to see the Gainful Employment Disclosure which includes additional information about this program, such as program costs, student graduation rates, and the median debt of students who complete the program.

## SMALL BUSINESS FOR ENTREPRENEURS ASSOCIATE DEGREE

### Schoolcraft program code # AAS.00011

The Small Business for Entrepreneurs curriculum offers a well-balanced program of liberal arts courses, general business subjects, electives and the necessary training to meet the challenge of today's highly competitive business world. The Small Business for Entrepreneurs curriculum is designed for those who already own and operate a small business, who are contemplating starting their own small business, or who seek employment opportunities as managers in small business.

All courses are not offered each semester. Students should work with the Counseling Department to set up a schedule that will work for them. Students who satisfactorily complete all College Requirements qualify for an Associate in Applied Science Degree.

### SAMPLE SCHEDULE OF COURSES

#### FIRST YEAR Fall Semester

BUS 101	Introduction to Business. . . . .	3
BUS 103	Organizing a Small Business. . . . .	3
BUS 122	Advertising. . . . .	3
MATH 101	Business Mathematics. . . . .	3
English	Select I. . . . .	3
ENG 100	Communication Skills	
ENG 101	English Composition I	

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#### Winter Semester

BUS 104	Operating a Small Business . . . . .	3
Elective	Select I. . . . .	4
ACCT 103	Introduction to Accounting	
ACCT 201	Principles of Accounting I	
English	Select I. . . . .	3
ENG 102	English Composition 2	
ENG 106	Business English	
Science*	Select any General Education Science course. . . . .	4
BUS 120	Strategic Selling . . . . .	3

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#### SECOND YEAR Fall Semester

BUS 204	Personal Finance . . . . .	3
BUS 220	Supervision. . . . .	3
BUS 202	Business Ethics. . . . .	3
HUM 106	Introduction to Art and Music. . . . .	1
BUS 215	Business on the Web . . . . .	3
Elective	Select from the list below. . . . .	3

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#### Winter Semester

BUS 207	Business Law I. . . . .	3
BUS 226	Principles of Marketing. . . . .	3
BUS 230	Human Resource Management. . . . .	3
PSYCH 153	Human Relations. . . . .	3
Elective	Select from the list below. . . . .	2-4

**14-16**

### PROGRAM TOTAL 62-64 CREDITS

\* Number of credits may vary depending on the General Education Science course selection.

Students planning to transfer should check the transfer institution's requirements/guides or discuss their options with a counselor or advisor. Number of credits may vary depending on the course selection.

## ELECTIVES

ACCT 138	Income Tax Preparation . . . . .	2
ACCT 263	Computerized Accounting Using QuickBooks . . . . .	3
BUS 123	Consumer Behavior . . . . .	3
BUS 161	Retail Principles and Practices . . . . .	3
BUS 205	Personal Investing . . . . .	3
BUS 208	Business Law 2. . . . .	3
BUS 217	Business Management. . . . .	3
BUS 240	International Business . . . . .	3
CIS 120	Software Applications . . . . .	3
CIS 215	Advanced Software Applications. . . . .	3
ECON 201	Principles of Macroeconomics. . . . .	4
ENG 116	Technical Writing. . . . .	3

## BUSINESS—SMALL BUSINESS FOR ENTREPRENEURS CERTIFICATE

### Schoolcraft program code # 1YC.00213

The Small Business for Entrepreneurs certificate is for individuals considering starting a small business, those who already own a business or students who seek employment opportunities managing a small business. The coursework prepares learners for the unique challenges small business owners and entrepreneurs routinely deal with in today's highly competitive business world.

All courses are not offered each semester. Students should work with the Counseling Center to set up a schedule that will work for them. Students who satisfactorily complete the Program Courses qualify for a Certificate of Program completion.

### SAMPLE SCHEDULE OF COURSES

#### FIRST YEAR Fall Semester

BUS 103	Organizing a Small Business. . . . .	3
English	Select I. . . . .	3
ENG 100	Communication Skills	
ENG 101	English Composition I	
BUS 220	Supervision. . . . .	3
Elective	Select I. . . . .	4
ACCT 103	Introduction to Accounting	
ACCT 201	Principles of Accounting I	

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#### Winter Semester

BUS 104	Operating a Small Business . . . . .	3
BUS 122	Advertising. . . . .	3
English	Select I. . . . .	3
ENG 102	English Composition 2	
ENG 106	Business English	
PSYCH 153	Human Relations. . . . .	3
Elective	Select from the list below. . . . .	2-3

**14-15**

#### Spring Session

BUS 202	Business Ethics. . . . .	3
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### PROGRAM TOTAL 30-31 CREDITS

## ELECTIVES

Select one course from the list below to fulfill the elective requirement:		
ACCT 138	Income Tax Preparation . . . . .	2
ACCT 263	Computerized Accounting Using QuickBooks . . . . .	3
BUS 120	Strategic Selling . . . . .	3
BUS 123	Consumer Behavior . . . . .	3
BUS 215	Business on the Web . . . . .	3

Go to [www.schoolcraft.edu/academicprograms](http://www.schoolcraft.edu/academicprograms) to see the Gainful Employment Disclosure which includes additional information about this program, such as program costs, student graduation rates, and the median debt of students who complete the program.

