**BUSINESS**

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 an academic advisor or counselor to develop a schedule that will work for them. Students who satisfactorily complete all college and program 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 1** ................................................................. 3
- **ENG 100 Communication Skills** ........................................... 3
- **ENG 101 English Composition 1** ......................................... 3
- **Humanities* Select any General Education** ............................ 3
- **COMA 103 Fundamentals of Speech (recommended)** ............... 3

**Total Credits 15**

### First Year—Winter Semester
- **BUS 120 Strategic Selling** .................................................. 3
- **ACCT 103 Introduction to Accounting** .................................. 3
- **ACCT 201 Principles of Accounting 1** ................................ 3
- **English Select 1** ................................................................. 3
- **ENG 102 English Composition 1** ......................................... 3
- **ENG 106 Business English** .................................................. 3
- **PSYCH 153 Human Relations** ............................................. 3
- **Humanities* Select any General Education** ............................ 3

**Total Credits 16**

### 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

**Total Credits 14–16**

**Notes:**

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

---

**Areas of Study | Schoolcraft College 2013–2014 Catalog**

**Credits**
- Business Basic certificate: 32 cr.
- Small Business for Entrepreneurs certificate: 30–31 cr.
- Business-General AAS degree: 62–64 cr.
- Small Business for Entrepreneurs AAS degree: 62–64 cr.

**Major Description**

Our business offerings prepare you to own your own business or work in the corporate world and also lay the foundation for education in a bachelor’s degree program. Whether your goal is to own your own business or run someone else’s, you’ll get the tools and insights you need to succeed.

- **Business general associate in applied science degree:** Want to keep your options open? This general program lays a foundation for several entry-level jobs. Students considering transferring to a bachelor’s degree program at another college should explore the associate in business administration degree as an option.
- **Business basic certificate:** In this program, which generally takes one year to complete, you’ll earn a certificate of completion and be prepared for an entry-level job or continued education.
- **Marketing and applied management associate in applied science degree:** If selling has always come naturally to you, this program will give you the academic credentials to back up your skills.
- **Small business for entrepreneurs associate in applied science degree:** Whether you want to manage a small business or open your own, this degree will allow you to establish a solid foundation in entrepreneurship. It can also prepare you for transfer to a four-year university.
- **Small business for entrepreneurs certificate:** Ready yourself for the unique challenges small business owners and entrepreneurs face in today’s competitive world with this skills certificate.

**Job Titles & Median Salaries or Hourly Rates**

- **Manager Trainee:** $35,256 (Michigan)
- **Market Researcher:** $33,840 (national)
- **Sales Manager/Supervisor:** $55,900 (Michigan)
- **Business Manager/Owner:** $34,392–$75,076 (national)

**Small Business Chronicle**
**Business-Basic Certificate**

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 associate degree or for transition into the business community. All courses are not offered each semester. Students should work with an academic advisor or counselor to develop a schedule that will work for them. Students who satisfactorily complete the program requirements 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 1 ................................................. 3
- ENG 100 Communication Skills .............. 3
- ENG 101 English Composition 1 .......... 3
- COMA 103 Fundamentals of Speech .......... 3
- BUS 220 Supervision .................................. 3

**Total Credits 15**

**First Year—Winter Semester**
- English Select 1 ................................................. 3
- ENG 102 English Composition 2 .......... 3
- ENG 106 Business English ............... 3
- Accounting Select 1 ........................................ 4
- ACCT 103 Introduction to Accounting .... 3
- ACCT 201 Principles of Accounting 1 .... 3
- ECON 201 Principles of Macroeconomics .. 3
- PSYCH 153 Human Relations .................. 4

**Total Credits 14**

**First Year—Spring Session**
- BUS 202 Business Ethics ..................... 3

**Total Credits 3**

**PROGRAM TOTAL 32 CREDITS**

The Schoolcraft College marketing and applied management program produces well-trained individuals who work in the distribution of goods and services. These individuals serve the customer and represent the company to the consumer. Therefore, graduates must be able to think, communicate and apply knowledge of business.

Career opportunities are available in occupations ranging from buying and selling to distribution management. All courses are not offered each semester. Students should work with an academic advisor or counselor to develop a schedule that will work for them. Students who satisfactorily complete all college and program requirements qualify for an associate in applied science degree.

**SAMPLE SCHEDULE OF COURSES**

**First Year—Fall Semester**
- BUS 101 Introduction to Business .......... 3
- BUS 122 Advertising .................................... 3
- BUS 123 Consumer Behavior ...................... 3
- Elective Select 1 ................................................. 4
- ACCT 103 Introduction to Accounting .... 3
- ACCT 201 Principles of Accounting 1 .... 3
- English Select 1 ................................................. 3
- ENG 100 Communication Skills .............. 3
- ENG 101 English Composition 1 .......... 3

**Total Credits 16**

**First Year—Winter Semester**
- MATH 120 Business Mathematics .......... 3
- BUS 120 Strategic Selling ...................... 3
- English Select 1 ................................................. 3
- ENG 102 English Composition 2 .......... 3
- ENG 106 Business English ............... 3
- PSYCH 153 Human Relations .................. 3
- Science* Select any General Education Science course ........... 4

**Total Credits 16**

**Second Year—Fall Semester**
- BUS 217 Business Management ............. 3
- BUS 220 Supervision .................................. 3
- BUS 240 International Business .......... 3
- HUM 106 Introduction to Art and Music .... 3
- ECON 201 Principles of Macroeconomics .. 3

**Total Credits 14**

**Marketing and Applied Management AAS Degree**

The Schoolcraft College marketing and applied management program produces well-trained individuals who work in the distribution of goods and services. These individuals serve the customer and represent the company to the consumer. Therefore, graduates must be able to think, communicate and apply knowledge of business.

Career opportunities are available in occupations ranging from buying and selling to distribution management. All courses are not offered each semester. Students should work with an academic advisor or counselor to develop a schedule that will work for them. Students who satisfactorily complete all college and program requirements qualify for an associate in applied science degree.

**SAMPLE SCHEDULE OF COURSES**

**First Year—Fall Semester**
- BUS 101 Introduction to Business .......... 3
- BUS 122 Advertising .................................... 3
- BUS 123 Consumer Behavior ...................... 3
- Elective Select 1 ................................................. 4
- ACCT 103 Introduction to Accounting .... 3
- ACCT 201 Principles of Accounting 1 .... 3
- English Select 1 ................................................. 3
- ENG 100 Communication Skills .............. 3
- ENG 101 English Composition 1 .......... 3

**Total Credits 16**

**First Year—Winter Semester**
- MATH 120 Business Mathematics .......... 3
- BUS 120 Strategic Selling ...................... 3
- English Select 1 ................................................. 3
- ENG 102 English Composition 2 .......... 3
- ENG 106 Business English ............... 3
- PSYCH 153 Human Relations .................. 3
- Science* Select any General Education Science course ........... 4

**Total Credits 16**

**Second Year—Winter Semester**
- BUS 217 Business Management ............. 3
- BUS 220 Supervision .................................. 3
- BUS 240 International Business .......... 3
- BUS 215 Business on the Web .............. 3
- Electives Select from the list below ........ 3–6

**Total Credits 16–18**

**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**
- BUS 103 Organizing a Small Business .......... 3
- BUS 104 Operating a Small Business .......... 3
- BUS 161 Retail Principles and Practices .... 3
- BUS 206 Foundation of Business Information Technology .......... 3
- BUS 205 Personal Investing ..................... 3
- BUS 207 Business Law 1 ......................... 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 180 Spreadsheet Applications—Current Software .......... 3
- CIS 215 Advanced Software Applications .......... 3
- COMA 103 Fundamentals of Speech .......... 3
- ENG 116 Technical Writing ..................... 3
- MATH 122 Elementary Statistics .......... 3
- OIS 100 Keyboarding 1 ......................... 2

**These courses are designed for students pursuing the Walsh College Honors Fast Track Program.**
**Small Business for Entrepreneurs AAS Degree**

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 an academic advisor or counselor to develop a schedule that will work for them. Students who satisfactorily complete all college and program requirements qualify for an associate in applied science degree.

**SAMPLE SCHEDULE OF COURSES**

**First Year—Fall Semester**
- BUS 104 Operating a Small Business ...........................................3
- BUS 120 Strategic Selling ..........................................................3
- BUS 206 Principles of Accounting ...............................................3
- BUS 216 Principles of Business ..................................................3
- ENG 101 English Composition .....................................................3
- HUM 102 Introduction to Art and Music .....................................3
- PSY 101 Introduction to Psychology ............................................3

**First Year—Winter Semester**
- BUS 101 Introduction to Business .................................................3
- BUS 122 Advertising .................................................................3
- MATH 101 Business Mathematics .................................................3
- English Select 1 .............................................................................3
- ENG 100 Communication Skills .....................................................3
- ENG 101 English Composition .....................................................3

**First Year—Spring Session**
- BUS 103 Operating a Small Business ...........................................3
- BUS 123 Consumer Behavior .......................................................3
- BUS 201 Business Ethics ............................................................3
- BUS 202 Strategic Selling ............................................................3
- BUS 215 Business on the Web .......................................................3
- Elective Select from the list below .............................................2–4

**Total Credits 17**

**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

**Total Credits 16**

**Second Year—Winter Semester**
- BUS 207 Business Law ...............................................................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

**Total Credits 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 ...............................................................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

**Total Credits 30–31**

**Small Business for Entrepreneurs Certificate**

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 an academic advisor or counselor to develop a schedule that will work for them. Students who satisfactorily complete the program requirements qualify for a certificate of program completion.

**SAMPLE SCHEDULE OF COURSES**

**First Year—Fall Semester**
- BUS 103 Operating a Small Business ...........................................3
- English Select 1 .............................................................................3
- ENG 100 Communication Skills .....................................................3
- ENG 101 English Composition .....................................................3
- ACCT 201 Principles of Accounting ................................................3
- ACCT 138 Income Tax Preparation .............................................2
- ACCT 263 Computerized Accounting Using QuickBooks 3
- BUS 220 Supervision .................................................................3
- Elective Select 1 .............................................................................4
- ACCT 103 Introduction to Accounting ........................................3
- ACCT 201 Principles of Accounting ................................................3

**Total Credits 13**

**First Year—Winter Semester**
- BUS 104 Operating a Small Business ...........................................3
- BUS 122 Advertising .................................................................3
- English Select 1 .............................................................................3
- ENG 102 English Composition .....................................................3
- ENG 106 Business English ..........................................................3
- PSYCH 153 Human Relations .......................................................3
- Elective Select from the list below .............................................2–3

**Total Credits 14–15**

**First Year—Spring Session**
- BUS 202 Business Ethics ............................................................3

**Total Credits 3**

**PROGRAM TOTAL 30–31 CREDITS**

**Electives**
- 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