

BUSINESS

Credentials

Business-Basic certificate	32 cr.
Small Business for Entrepreneurs certificate	30-31 cr.
Business-General AAS degree.....	62-64 cr.
Marketing and Applied Management 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

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	
ENG 101	English Composition 1	
Humanities*	Select any General Education Humanities course.....	3
COMA 103	Fundamentals of Speech (recommended)	

Total Credits 15

First Year—Winter Semester

BUS 120	Strategic Selling.....	3
Elective	Select 1	4
ACCT 103	Introduction to Accounting	
ACCT 201	Principles of Accounting 1	
English	Select 1	3
ENG 102	English Composition 2	
ENG 106	Business English	
PSYCH 153	Human Relations.....	3
Science*	Select any General Education Science course ...	4

Total Credits 17

Business-General AAS Degree

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 16

Second Year—Winter Semester

BUS 204	Personal Finance	3
BUS 207	Business Law 1.....	3
BUS 215	Business on the Web.....	3
BUS 226	Principles of Marketing.....	3
Electives	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 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

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	
ENG 101	English Composition 1	
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	
ENG 106	Business English	
Accounting	Select 1	4
ACCT 103	Introduction to Accounting	
ACCT 201	Principles of Accounting 1	
ECON 201	Principles of Macroeconomics	4
PSYCH 153	Human Relations.....	3

Total Credits 14**First Year—Spring Session**

BUS 202	Business Ethics	3
---------	-----------------------	---

Total Credits 3**PROGRAM TOTAL 32 CREDITS****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	
ACCT 201	Principles of Accounting 1	
English	Select 1	3
ENG 100	Communication Skills	
ENG 101	English Composition 1	

Total Credits 16**First Year—Winter Semester**

MATH 101	Business Mathematics.....	3
BUS 120	Strategic Selling	3
English	Select 1	3
ENG 102	English Composition 2	
ENG 106	Business English	
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	1
ECON 201	Principles of Macroeconomics	4

Total Credits 14**Second Year—Winter Semester**

BUS 226	Principles of Marketing.....	3
BUS 202	Business Ethics	3
BUS 204	Personal Finance	3
BUS 215	Business on the Web.....	3
Electives	Select from the list below	4–6

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.....	4
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 101	Introduction to Business.....	3
BUS 103	Organizing a Small Business.....	3
BUS 122	Advertising.....	3
MATH 101	Business Mathematics.....	3
English	Select 1	3
ENG 100	Communication Skills	
ENG 101	English Composition 1	

Total Credits 15

First Year—Winter Semester

BUS 104	Operating a Small Business	3
Elective	Select 1	4
ACCT 103	Introduction to Accounting	
ACCT 201	Principles of Accounting 1	
English	Select 1	3
ENG 102	English Composition 2	
ENG 106	Business English	
Science*	Select any General Education Science course ...	4
BUS 120	Strategic Selling.....	3

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 1.....	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 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

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	Organizing a Small Business.....	3
English	Select 1	3
ENG 100	Communication Skills	
ENG 101	English Composition 1	
BUS 220	Supervision	3
Elective	Select 1	4
ACCT 103	Introduction to Accounting	
ACCT 201	Principles of Accounting 1	

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 2	
ENG 106	Business English	
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