

Welcome to Schoolcraft.

CREDENTIAL YEAR 2020–2021

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

Schoolcraft's business program prepares students for a variety of positions in the corporate world or to run their own business and lays the foundation to transfer to a four-year college or university to earn a bachelor's degree.

There are three associate in applied science degrees (AAS) and two certificate options available in business:

- **Business General degree:** This general degree program provides a good basis to qualify students for several entry-level jobs.
 - **Marketing and Applied Management degree:** Marketing and sales is the lifeblood of any business and this program gives students a well-rounded business background to prepare them to manage and market a company's products or services.
 - **Small Business for Entrepreneurs degree:** The program is designed for those who own and/or operate a small business or plan to start their own company. The curriculum combines general business, liberal arts and elective course options to give the student a diversified background that is vital in today's small-business environment.
 - **Business-Basic Certificate:** This certificate program provides students with a well-rounded introduction to the business world, including courses in accounting, economics and the basics of business. It prepares them for the pursuit of an associate degree or for various job opportunities.
 - **Small Business for Entrepreneurs Certificate:** Completion of this certificate program will prepare students for the unique challenges entrepreneurs and small business owners routinely deal with in today's highly competitive business world.
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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 associate degree or for transition into the business community.

Students who satisfactorily complete the program requirements qualify for a certificate of program completion.

Not all courses are offered each semester. Students should work with an academic advisor to develop a schedule that will work for them. Students planning to transfer should check the transfer institution's requirements/guides or discuss their options with an academic advisor. Number of credits may vary depending on the course selection.

SAMPLE SCHEDULE OF COURSES

First Year - Fall Semester

Course #	Course Title	Credits
BUS 101	Introduction to Business	3
MATH 101	Business Mathematics	3
ENG 101	English Composition 1	3
COMA 103	Fundamentals of Speech	3
BUS 220	Supervision	3
	Total Credits: 15	

First Year - Winter Semester

Course #	Course Title	Credits
ENG 102	English Composition 2	3
Accounting	Select one:	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

Course #	Course Title	Credits
BUS 202	Business Ethics	3
	Total Credits: 3	

PROGRAM TOTAL 32 CREDITS

Small Business for Entrepreneurs Certificate

Schoolcraft program code # 1YC.00213

The small business for entrepreneur's 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.

Students who satisfactorily complete the program requirements qualify for a certificate of program completion.

Not all courses are offered each semester. Students should work with an academic advisor to develop a schedule that will work for them. Students planning to transfer should check the transfer institution's requirements/guides or discuss their options with an academic advisor. Number of credits may vary depending on the course selection.

SAMPLE SCHEDULE OF COURSES

First Year - Fall Semester

Course #	Course Title	Credits
BUS 103	Organizing a Small Business	3
ENG 101	English Composition 1	3
BUS 220	Supervision	3
Accounting	Select one:	4
ACCT 103	Introduction to Accounting	
ACCT 201	Principles of Accounting 1	
	Total Credits: 13	

First Year - Winter Semester

Course #	Course Title	Credits
BUS 104	Operating a Small Business	3
BUS 122	Advertising	3
ENG 102	English Composition 2	3
PSYCH 153	Human Relations	3
Elective	See list	2-3
	Total Credits: 14-15	

First Year - Spring Session

Course #	Course Title	Credits
BUS 202	Business Ethics	3
	Total Credits: 3	

Small Business for Entrepreneurs Certificate (continued)

Electives

Course #	Course Title	Credits
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

PROGRAM TOTAL 30-31 CREDITS

Marketing and Applied Management AAS Degree

Schoolcraft program code # AAS.00009

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. Students who satisfactorily complete all college and program requirements qualify for an associate in applied science degree.

Not all courses are offered each semester. Students should work with an academic advisor to develop a schedule that will work for them. Students planning to transfer should check the transfer institution's requirements/guides or discuss their options with an academic advisor. Number of credits may vary depending on the course selection.

SAMPLE SCHEDULE OF COURSES

First Year - Fall Semester

Course #	Course Title	Credits
BUS 101	Introduction to Business	3
BUS 122	Advertising	3
BUS 123	Consumer Behavior	3
Accounting	Select one:	4
ACCT 103	Introduction to Accounting	
ACCT 201	Principles of Accounting 1	
ENG 101	English Composition 1	3
	Total Credits: 16	

First Year - Winter Semester

Course #	Course Title	Credits
MATH 101	Business Mathematics	3
BUS 120	Strategic Selling	3
ENG 102	English Composition 2	3
PSYCH 153	Human Relations	3
Science	Select General Education Science course	4
	Total Credits: 16	

Marketing and Applied Management AAS Degree (continued)

Second Year - Fall Semester

Course #	Course Title	Credits
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

Course #	Course Title	Credits
BUS 226	Principles of Marketing	3
BUS 202	Business Ethics	3
BUS 204	Personal Finance	3
BUS 215	Business on the Web	3
Electives	See list	4-6
	Total Credits: 16-18	

Electives

Course #	Course Title	Credits
BUS 103	Organizing a Small Business	3
BUS 104	Operating a Small Business	3
BUS 207	Business Law 1	3
BUS 208	Business Law 2	3
BUS 230	Human Resource Management	3
BUS 292	Business Internship	3
CIS 120	Software Applications	3
CIS 180	Spreadsheet Applications - Current Software	3
COMA 103	Fundamentals of Speech	3
ENG 116	Technical Writing	3
MATH 122	Elementary Statistics	4

PROGRAM TOTAL 62-64 CREDITS

Business - General AAS 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.

Students who satisfactorily complete all college and program requirements qualify for an associate in applied science degree.

Not all courses are offered each semester. Students should work with an academic advisor to develop a schedule that will work for them. Students planning to transfer should check the transfer institution's requirements/guides or discuss their options with an academic advisor. Number of credits may vary depending on the course selection.

SAMPLE SCHEDULE OF COURSES

First Year - Fall Semester

Course #	Course Title	Credits
BUS 101	Introduction to Business	3
MATH 101	Business Mathematics	3
BUS 122	Advertising	3
ENG 101	English Composition 1	3
Humanities	Select General Education Humanities course	3
COMA 103	Fundamentals of Speech (recommended)	
	Total Credits: 15	

First Year - Winter Semester

Course #	Course Title	Credits
BUS 120	Strategic Selling	3
Accounting	Select one:	4
ACCT 103	Introduction to Accounting	
ACCT 201	Principles of Accounting 1	
ENG 102	English Composition 2	3
PSYCH 153	Human Relations	3
Science	Select General Education Science course	4
	Total Credits: 17	

Business - General AAS Degree (continued)

Second Year - Fall Semester

Course #	Course Title	Credits
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

Course #	Course Title	Credits
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	See list	2-4
	Total Credits: 14-16	

Electives

Course #	Course Title	Credits
BUS 103	Organizing a Small Business	3
BUS 104	Operating a Small Business	3
BUS 123	Consumer Behavior	3
BUS 208	Business Law 2	3
BUS 230	Human Resource Management	3
BUS 292	Business Internship	3
CIS 120	Software Applications	3
CIS 180	Spreadsheet Applications - Current Software	3
ENG 116	Technical Writing	3
MATH 122	Elementary Statistics	4

PROGRAM TOTAL 62-64 CREDITS

Small Business for Entrepreneurs AAS Degree

Schoolcraft program code # AAS.00011

The small business for entrepreneur's 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.

Students who satisfactorily complete all college and program requirements qualify for an associate in applied science degree.

Not all courses are offered each semester. Students should work with an academic advisor to develop a schedule that will work for them. Students planning to transfer should check the transfer institution's requirements/guides or discuss their options with an academic advisor. Number of credits may vary depending on the course selection.

SAMPLE SCHEDULE OF COURSES

First Year - Fall Semester

Course #	Course Title	Credits
BUS 101	Introduction to Business	3
BUS 103	Organizing a Small Business	3
BUS 122	Advertising	3
MATH 101	Business Mathematics	3
ENG 101	English Composition 1	3
	Total Credits: 15	

First Year - Winter Semester

Course #	Course Title	Credits
BUS 104	Operating a Small Business	3
Accounting	Select one:	4
ACCT 103	Introduction to Accounting	
ACCT 201	Principles of Accounting 1	
ENG 102	English Composition 2	3
Science	Select General Education Science course	4
BUS 120	Strategic Selling	3
	Total Credits: 17	

**Small Business for Entrepreneurs AAS Degree (continued)
Second Year - Fall Semester**

Course #	Course Title	Credits
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	See list	3
	Total Credits: 16	

Second Year - Winter Semester

Course #	Course Title	Credits
BUS 207	Business Law 1	3
BUS 226	Principles of Marketing	3
BUS 230	Human Resource Management	3
PSYCH 153	Human Relations	3
Elective	See list	2-4
	Total Credits: 14-16	

Electives

Course #	Course Title	Credits
ACCT 138	Income Tax Preparation	2
ACCT 263	Computerized Accounting Using QuickBooks	3
BUS 123	Consumer Behavior	3
BUS 208	Business Law 2	3
BUS 217	Business Management	3
BUS 240	International Business	3
BUS 292	Business Internship	3
CIS 120	Software Applications	3
ECON 201	Principles of Macroeconomics	4
ENG 116	Technical Writing	3

PROGRAM TOTAL 62-64 CREDITS



It is the policy of Schoolcraft college that no person shall, on the basis of race, religion, color, gender, age, marital status, disability, sexual orientation, and/or national origin, be subjected to discrimination during or be excluded from participating in or be denied the benefits of any program or activity or in employment.

