

# PRIDE. CHALLENGE. ACHIEVEMENT.

CREDENTIAL YEAR 2017-18

## 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 of university to earn a bachelor's degree.

There are four associate in applied science degrees (AAS) and three 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 Information Technology degree: Information technology professionals are in high demand in today's business world and this degree program provides students with a sound business education combined with computer science courses to meet the challenges of managing an organization's information technology needs.
- 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.
- Business Information Technology Certificate: Many of today's employers are requesting students with a solid background in business and computer systems and completion of this certificate program gives students a knowledge base in both areas to help them in their pursuit of a career as an information technology professional.

### National Media Salaries for Business-related positions (source: US BLS)

Manager Trainee: \$34,750

Market Researcher: \$34,750

Sales Manager/Supervisor: \$74,870 (with Bachelor's degree)

Small Business Owner: \$40,000-\$63,000 (*Glassdoor.com*)

# PRIDE. CHALLENGE. ACHIEVEMENT.

## Business- Basic Certificate (2016-17)

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.

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

#### First Year—Winter Semester

BUS 101	Introduction to Business	3	ENG 102	English Composition 2	3
MATH 101	Business Mathematics	3	Accounting	<i>Select one</i>	4
ENG 101	English Composition 1	3	ACCT 103	Introduction to Accounting	
COMA 103	Fundamentals of Speech	3	ACCT 201	Principles of Accounting 1	
BUS 220	Supervision	3	ECON 201	Principles of Macroeconomics	4
	<b>Total Credits</b>	<b>15</b>	PSYCH 153	Human Relations	3
			<b>Total Credits</b>		<b>14</b>

#### First Year—Spring Session

BUS 202	Business Ethics	3
	<b>Total Credits</b>	<b>3</b>

**PROGRAM TOTAL 32 CREDITS**

## Small Business for Entrepreneurs Certificate (2016-17)

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 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

#### First Year—Winter Semester

BUS 103	Organizing a Small Business	3	BUS 104	Operating a Small Business	3
ENG 101	English Composition 1	3	BUS 122	Advertising	3
BUS 220	Supervision	3	ENG 102	English Composition 2	3
Accounting	<i>Select one</i>	4	PSYCH 153	Human Relations	3
ACCT 103	Introduction to Accounting		Elective	<i>Select from the list below.</i>	2-3
ACCT 201	Principles of Accounting 1		<b>Total Credits</b>		<b>14-15</b>
	<b>Total Credits</b>	<b>13</b>			

#### First Year—Spring Session

BUS 202	Business Ethics	3
	<b>Total Credits</b>	<b>3</b>

**PROGRAM TOTAL 30-31 CREDITS**

### Electives

ACCT 138	Income Tax Preparation	2	BUS 123	Consumer Behavior	3
ACCT 263	Computerized Accounting Using QuickBooks	3	BUS 215	Business on the Web	3
BUS 120	Strategic Selling	3			



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.



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## Marketing and Applied Management AAS Degree

Schoolcraft program code # AS.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.

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

#### First Year—Winter Semester

BUS 101	Introduction to Business	3	MATH 101	Business Mathematics	3
BUS 122	Advertising	3	BUS 120	Strategic Selling	3
BUS 123	Consumer Behavior	3	ENG 102	English Composition 2	3
Accounting	<i>Select one</i>	4	PSYCH 153	Human Relations	3
ACCT 103	Introduction to Accounting		Science*	<i>Select any General Education Science course</i>	4
ACCT 201	Principles of Accounting 1			<b>Total Credits</b>	<b>16</b>
ENG 101	English Composition 1	3			
	<b>Total Credits</b>	<b>16</b>			

#### Second Year—Fall Semester

#### Second Year—Winter Semester

BUS 217	Business Management	3	BUS 226	Principles of Marketing	3
BUS 220	Supervision	3	BUS 202	Business Ethics	3
BUS 240	International Business	3	BUS 204	Personal Finance	3
HUM 106	Introduction to Art and Music	1	BUS 215	Business on the Web	3
ECON 201	Principles of Macroeconomics	4	Electives	<i>Select from the list</i>	4-6
	<b>Total Credits</b>	<b>14</b>		<b>Total Credits</b>	<b>16-18</b>

### 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	CIS 120	Software Applications	3
BUS 104	Operating a Small Business	3	CIS 180	Spreadsheet Applications—Current Software	3
BUS 207	Business Law 1	3	COMA 103	Fundamentals of Speech	3
BUS 208	Business Law 2	3	ENG 116	Technical Writing	3
BUS 230	Human Resource Management	3	MATH 122	Elementary Statistics	4
BUS 291	Business Internship	3			

## Business-General AAS Degree

Schoolcraft program code # AS.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 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

#### First Year—Winter Semester

BUS 101	Introduction to Business	3	BUS 120	Strategic Selling	3
MATH 101	Business Mathematics	3	Accounting	<i>Select one</i>	4
BUS 122	Advertising	3	ACCT 103	Introduction to Accounting	
ENG 101	English Composition 1	3	ACCT 201	Principles of Accounting 1	
Humanities*	Select any General Education Humanities course	3	ENG 102	English Composition 2	3
COMA 103	Fundamentals of Speech	3	PSYCH 153	Human Relations	3
	<b>Total Credits</b>	<b>15</b>	Science*	<i>Select any General Education Science course</i>	4
				<b>Total Credits</b>	<b>17</b>

#### Second Year—Fall Semester

#### Second Year—Winter Semester

BUS 217	Business Management	3	BUS 204	Personal Finance	3
BUS 220	Supervision	3	BUS 207	Business Law 1	3
ECON 201	Principles of Macroeconomics	4	BUS 215	Business on the Web	3
BUS 202	Business Ethics	3	BUS 226	Principles of Marketing	3
BUS 240	International Business	3	Electives	<i>Select from the list</i>	2-4
	<b>Total Credits</b>	<b>16</b>		<b>Total Credits</b>	<b>14-16</b>

### 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 291	Business Internship	3
BUS 104	Operating a Small Business	3	CIS 120	Software Applications	3
BUS 123	Consumer Behavior	3	CIS 180	Spreadsheet Applications – Current Software	3
BUS 208	Business Law 2	3	ENG 116	Technical Writing	3
BUS 230	Human Resource Management	3	MATH 122	Elementary Statistics	4

## Small Business for Entrepreneurs AAS Degree

Schoolcraft program code # AS.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 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

#### First Year—Winter Semester

BUS 101	Introduction to Business	3	BUS 104	Operating a Small Business	3
BUS 103	Organizing a Small Business	3	Accounting	<i>Select one</i>	4
BUS 122	Advertising	3	ACCT 103	Introduction to Accounting	
MATH 101	Business Mathematics	3	ACCT 201	Principles of Accounting 1	
ENG 101	English Composition 1	3	ENG 102	English Composition 2	3
	<b>Total Credits</b>	<b>15</b>	Science*	<i>Select any General Education Science course</i>	4
			BUS 120	Strategic Selling	3
				<b>Total Credits</b>	<b>17</b>

#### Second Year—Fall Semester

#### Second Year—Winter Semester

BUS 204	Personal Finance	3	BUS 207	Business Law 1	3
BUS 220	Supervision	3	BUS 226	Principles of Marketing	3
BUS 202	Business Ethics	3	BUS 230	Human Resource Management	3
HUM 106	Introduction to Art and Music	1	PSYCH 153	Human Relations	3
BUS 215	Business on the Web	3	Elective	<i>Select from the list</i>	2-4
Elective	<i>Select from the list</i>	3		<b>Total Credits</b>	<b>14-16</b>
	<b>Total Credits</b>	<b>16</b>			

### 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 240	International Business	3
ACCT 263	Computerized Accounting Using QuickBooks	3	BUS 291	Business Internship	3
BUS 123	Consumer Behavior	3	CIS 120	Software Applications	3
BUS 208	Business Law 2	3	ECON 201	Principles of Macroeconomics	4
BUS 217	Business Management	3	ENG 116	Technical Writing	3