



# Haworth College of Business Majors and Career Pathways

Mission: Academic advising is dedicated to engaging students in intentional, collaborative, supportive and meaningful partnerships that promote personal growth, educational excellence, cultural appreciation and career development to facilitate self-directed, life-long learning.

	Accountancy Department	Business Information Systems Department			Finance and Commercial Law Department		
Majors	Accountancy	Computer Information Systems	Electronic Business Design	Telecommunication and Information Management	Finance	Personal Financial Planning	
Career Pathways	<ul style="list-style-type: none"> <li>• Auditor</li> <li>• Tax Accountant</li> <li>• Corporate Accountant</li> <li>• Internal Auditor</li> <li>• Financial Planner Consultant</li> </ul>	<ul style="list-style-type: none"> <li>• Business Applications Development</li> <li>• Business Intelligence &amp; Reporting</li> <li>• Business Process Integration &amp; Management</li> <li>• Database Administration &amp; Management</li> <li>• Enterprise Systems Development</li> <li>• IT Project Management Knowledge Management</li> <li>• System Analysis &amp; Design</li> <li>• Telecommunication &amp; Network Administration</li> <li>• Web Application Development</li> </ul>	<ul style="list-style-type: none"> <li>• Web Applications Development</li> <li>• Web Design</li> <li>• Web Performance Management</li> <li>• Web Security</li> <li>• e-Business Analysis e-Business Consulting</li> <li>• e-Commerce Development</li> <li>• Web Portal Architecture</li> <li>• Web Portal Content Management</li> </ul>	<ul style="list-style-type: none"> <li>• Telecommunications – Convergence Technology</li> <li>• Information Assurance &amp; Security</li> <li>• Telecommunications Management</li> <li>• Network &amp; Computer</li> <li>• Systems Administrations</li> </ul>	<ul style="list-style-type: none"> <li>• Investments</li> <li>• Banking</li> <li>• Corporate Finance</li> <li>• Real Estate</li> <li>• Insurance</li> <li>• Personal Financial Planning</li> </ul>		
Management Department		Marketing Department					
Majors	Management	Human Resource Management	Integrated Supply Management	Food and Consumer Package Goods Marketing	Advertising and Promotions	Sales and Business Marketing	Marketing
Career Pathways	Management prepares its grads to become effective and ethical managers by focusing on competencies: <ul style="list-style-type: none"> <li>- Problem solving</li> <li>- Decision making</li> <li>- Leading people, teams and groups</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Human Resources</li> <li>• Management Training Programs</li> <li>• Human Resource Service Suppliers</li> </ul>	<ul style="list-style-type: none"> <li>• Logistics</li> <li>• Manufacturing</li> <li>• Procurement</li> </ul>	<ul style="list-style-type: none"> <li>• Sales and Marketing</li> <li>• Wholesale &amp; Distribution</li> <li>• Marketing Information Technology</li> <li>• Retail Management</li> </ul>	<ul style="list-style-type: none"> <li>• Public Relations</li> <li>• Direct Marketing</li> <li>• Interactive/ Digital</li> <li>• Sales Promotion</li> <li>• Collateral Services</li> <li>• Account Management</li> <li>• Media Services</li> <li>• Creative Service</li> <li>• Market Research</li> <li>• Media Sales</li> </ul>	<ul style="list-style-type: none"> <li>• Sales and Marketing</li> <li>• Wholesale &amp; Distribution</li> <li>• Marketing Information</li> <li>• Technology</li> <li>• Retail Management</li> </ul>	<ul style="list-style-type: none"> <li>• International Marketing</li> <li>• Internet Marketing</li> <li>• Market Research</li> <li>• Nonprofit Marketing</li> <li>• Product/Service Management</li> <li>• Public Relations</li> <li>• Retail</li> <li>• Sales</li> <li>• Sports Marketing</li> </ul>

Student Success Tip: Last year, 93 percent of the students who completed UNIV 1020 Pre-Business Career Exploration & Development said the course helped them to explore and choose a major and career pathway that was a good "fit."

# Pre-Business Administration (PBA) Curriculum Transfer Guide

## Alpena Community College/Western Michigan University

ALPENA	WMU
<i>With a grade of "C" or better in the following ten courses, students may apply to the BBA program at WMU.</i>	
BUS 121	BUS 1750 (Business Enterprise)
CIS 120	Accepted for CIS 1020 (Business Computing)
(Select One): BUS 248; ENG 123 or 111 or 112 or 121 or 122	BCM 1420 (Informational Writing)
(Select One): MTH 121 or 123 or 130 or 131	MATH 1160/1180/2000/1220
(Select One): ANP 121 or 240; ECN 227; GEO 126; HST 224 or 225 or 227; PLS 228 or 230; PSY 101; SOC 123	"Behavioral Science" Requirement
MTH 223	Accepted for STAT 2160 (Business Statistics)
ECN 231	ECON 2010 (Microeconomics)
ECN 232	ECON 2020 (Macroeconomics)
BUS 123*	ACTY 2100 (Accounting I)
BUS 124*	ACTY 2110 (Accounting II)
Students may also take this additional course at ACC	
BUS 241	MKTG 2500 (Marketing Principles)
Additional requirements before applying to WMU's BBA program: Complete 48 credit hours Achieve 2.5 overall GPA or higher in any courses taken through Western Michigan University	
* A grade of "B-" is required in these accounting courses before enrolling in ACTY 3100, ACTY 3220 and ACTY 3240.	

7/15/11



WESTERN MICHIGAN UNIVERSITY