

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"> • Auditor • Tax Accountant • Corporate Accountant • Internal Auditor • Financial Planner Consultant 	<ul style="list-style-type: none"> • Business Applications Development • Business Intelligence & Reporting • Business Process Integration & Management • Database Administration & Management • Enterprise Systems Development • IT Project Management Knowledge Management • System Analysis & Design • Telecommunication & Network Administration • Web Application Development 	<ul style="list-style-type: none"> • Web Applications Development • Web Design • Web Performance Management • Web Security • e-Business Analysis e-Business Consulting • e-Commerce Development • Web Portal Architecture • Web Portal Content Management 	<ul style="list-style-type: none"> • Telecommunications – Convergence Technology • Information Assurance & Security • Telecommunications Management • Network & Computer Systems Administrations 	<ul style="list-style-type: none"> • Investments • Banking • Corporate Finance • Real Estate • Insurance • Personal Financial Planning 		
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"> - Problem solving - Decision making - Leading people, teams and groups 	<ul style="list-style-type: none"> • HR Generalist or Specialist • Management Training Program • HR Service Supplier 	<ul style="list-style-type: none"> • Logistics • Manufacturing • Procurement 	<ul style="list-style-type: none"> • Sales and Marketing • Wholesale & Distribution • Marketing Information Technology • Retail Management 	<ul style="list-style-type: none"> • Public Relations • Direct Marketing • Interactive/ Digital • Sales Promotion • Collateral Services • Account Management • Media Services • Creative Service • Market Research • Media Sales 	<ul style="list-style-type: none"> • Sales and Marketing • Wholesale & Distribution • Marketing Information • Technology • Retail Management 	<ul style="list-style-type: none"> • International Marketing • Internet Marketing • Market Research • Nonprofit Marketing • Product/Service Management • Public Relations • Retail • Sales • Sports Marketing

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

Grand Rapids Community College/Western Michigan University

GRCC	WMU
<i>With a grade of "C" or better in the following ten courses, students may apply to the BBA program at WMU.</i>	
BA 103	BUS 1750 Business Enterprise
BA 145	CIS 1020 Business Computing
(Select One): BA 102 or EN 249 or 100 or 101 or 102	BCM 1420 Informational Writing
(Select One): MA 127 or 131 or 133 or 129	MATH 1160/1180/1220/2000
(Select One): AN 205; GE 135 or 140; HS 241 or 242 or 260 or 290 or 295; PS 201 or 202; PY 201; SO 251 or 254	"Behavioral Science" Requirement
BA 254 or MA 215	STAT 2160 (Business Statistics)
EC 252	ECON 2010 (Microeconomics)
EC 251	ECON 2020 (Macroeconomics)
BA 256*	ACTY 2100 (Accounting I)
BA 257*	ACTY 2110 (Accounting II)
Students may also take these two additional courses at GRCC	
BA 282	MGMT 2500 (Organizational Behavior)
BA 270	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 C+ is required in these accounting courses before enrolling in ACTY 3100, ACTY 3220 and ACTY 3240.	

5/11/11



WESTERN MICHIGAN UNIVERSITY