

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"> • Corporate Human Resources • Management Training Programs • Human Resource Service Suppliers | <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

Henry Ford Community College/Western Michigan University

| HFCC | WMU |
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| <i>With a grade of "C" or better in the following ten courses, students may apply to the BBA program at WMU.</i> | |
| BBA 131 | BUS 1750 (Business Enterprise) |
| BCA 140 | CIS 1020 (Business Computing) |
| (Select One): ENG 131 or 132 or 135 | BCM 1420 (Informational Writing) |
| (Select One): MATH 150 or 175 or 180 or 153 | MATH 1160/1180/1220/2000 |
| (Select One): ANTH 131 or 151 or 153; BEC 133; GEOG 132; POLS 152; PSY 131; SOC 131 or 151; SSC 131 | "Behavioral Science" Requirement |
| MATH 141 | Accepted for STAT 2160 (Business Statistics) |
| BEC 152 | ECON 2010 (Microeconomics) |
| BEC 151 | ECON 2020 (Macroeconomics) |
| BAC 131* | ACTY 2100 (Accounting I) |
| BAC 132* | ACTY 2110 (Accounting II) |
| Students may also take these additional two courses at HFCC | |
| BBA 133 | MGMT 2500 (Organizational Behavior) |
| BBA 252 | 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