



YOUR PARTNER FOR
ACADEMIC
SUCCESS

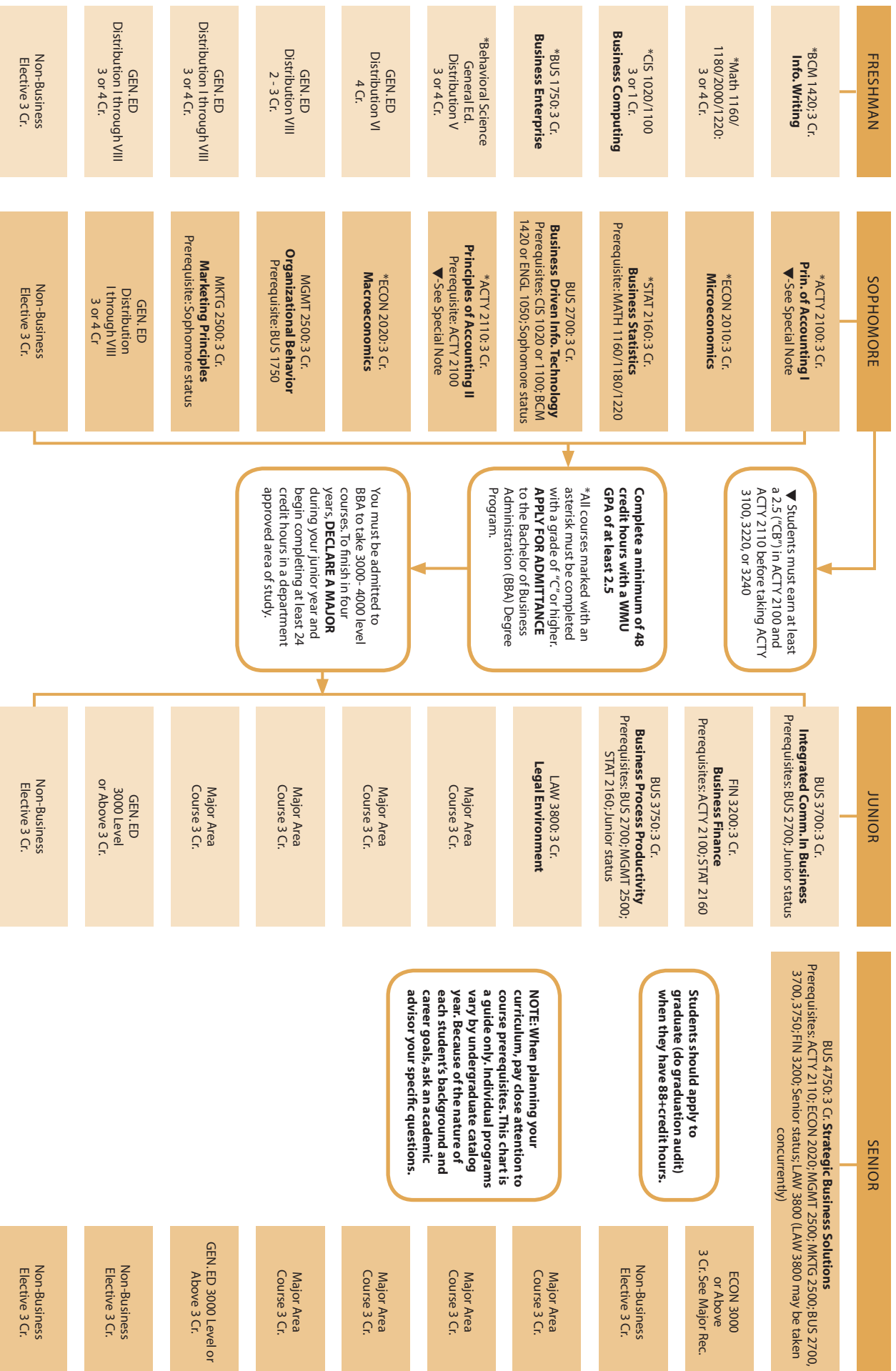
Bachelor of Business Administration (BBA)

2005 - 2011 Catalog Year Degree Requirements

Pre-Business Administration (PBA) Courses

~122 Credit Hours Minimum ~ (LS 1040, BCM/ENGL 1000, MATH 1090 do not count toward minimum hours)

Business Administration (BBA) Courses



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 • 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

Kellogg Community College/Western Michigan University

KCC	WMU
<i>With a grade of "C" or better in the following ten courses, students may apply to the BBA program at WMU.</i>	
BUAD 101	BUS 1750 Business Enterprise
OIT 100	CIS 1020 Business Computing
(Select One): ENGL 151 or 152 OR 153 or 201	BCM 1420 Informational Writing
(Select One): MATH 128 or 140 or 141	MATH 1160/1180/1220/2000
(Select One): HIST 106 or 210 or 220; POSC 210 or 211; PSYC 201; SOCI 201 or 202	"Behavioral Science" Requirement
BUAD 112 or MATH 130	STAT 2160 (Business Statistics)
ECON 202	ECON 2010 (Microeconomics)
ECON 201	ECON 2020 (Macroeconomics)
ACCO 101*	ACTY 2100 (Accounting I)
ACCO 102*	ACTY 2110 (Accounting II)
Students may also take these two additional courses at KCC	
BUAD 274	MGMT 2500 (Organizational Behavior)
BUAD 251	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