

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

Lansing Community College/Western Michigan University

LCC	WMU
<i>With a grade of "C" or better in the following ten courses, students may apply to the BBA program at WMU.</i>	
BUSN 118	BUS 1750 (Business Enterprise)
CITF 110	CIS 1020 (Business Computing)
(Select One): WRIT 127 or 124 or 131 or 132 or 121 or ENG 122 or 132	BCM 1420 (Informational Writing)
(Select One): MATH 130 or 122 or 126 or 141 or 151	MATH 1160/1180/2000/1220
(Select One): ANTH 276; ECON 120; GEOG 120 or 200 or 202; HIST 220 or 230 or 263 or 271; POLS 201 or 260 or 270 or 271; PSYC 200; SOCL 120 or 255	"Behavioral Science" Requirement
STAT 215 or 170	STAT 2160 (Business Statistics)
ECON 201	ECON 2010 (Microeconomics)
ECON 202	ECON 2020 (Macroeconomics)
ACCG 210*	ACTY 2100 (Accounting I)
ACCG 211*	ACTY 2110 (Accounting II)
Students may also take these additional two courses at LCC	
MGMT 228	MGMT 2500 (Organizational Behavior)
MKTG 200	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 2.5 is required in these accounting courses before enrolling in ACTY 3100, ACTY 3220 and ACTY 3240.	

7/15/11



WESTERN MICHIGAN UNIVERSITY