

OAKLAND COMMUNITY COLLEGE



WESTERN MICHIGAN UNIVERSITY

YOUR PARTNER FOR  
ACADEMIC  
SUCCESS

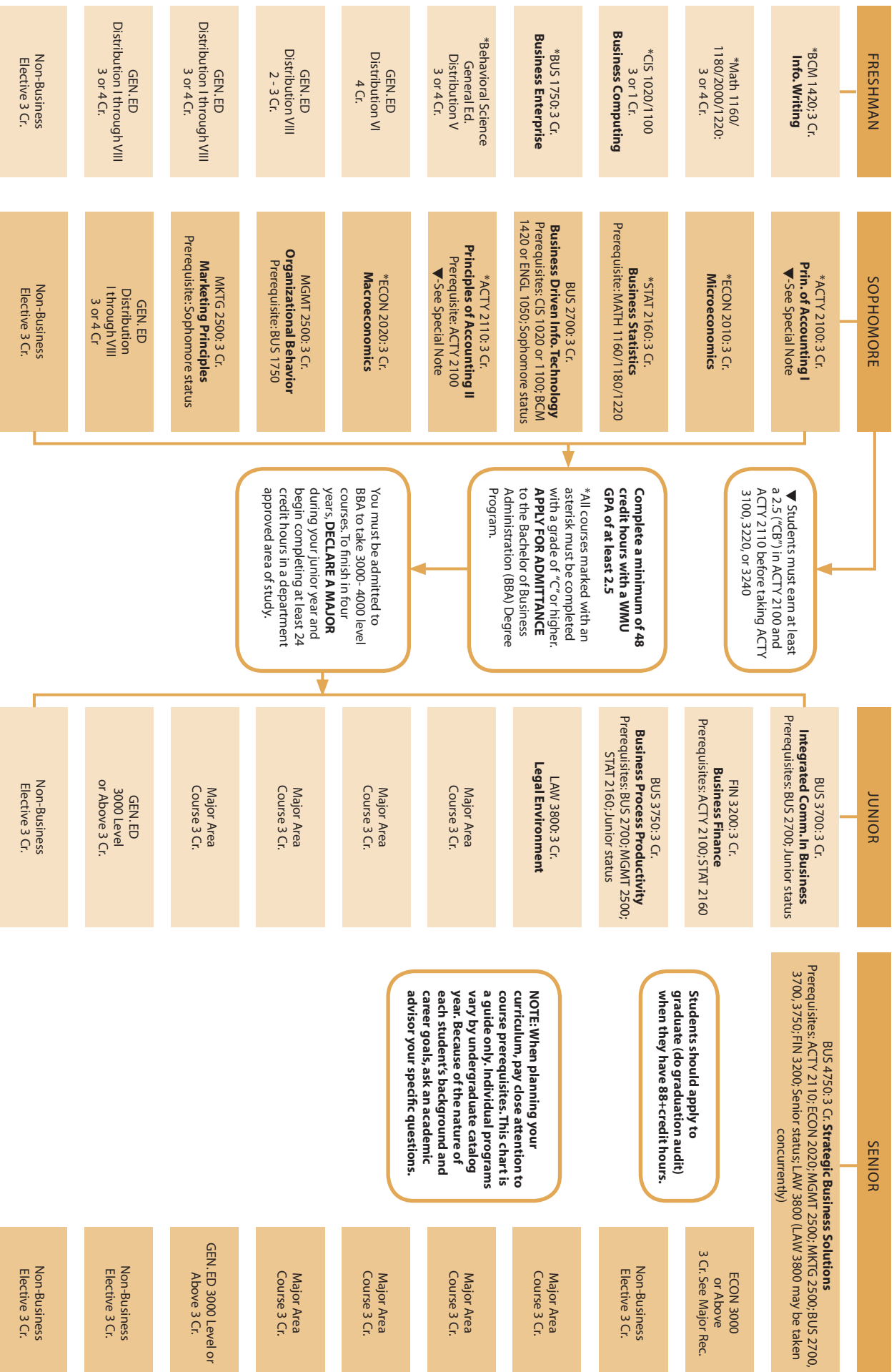
**Bachelor of Business Administration (BBA)**

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**



▼ Students must earn at least a 2.5 ("CB") in ACTY 2100 and ACTY 2110 before taking ACTY 3100, 3220 or 3240

Complete a minimum of 48 credit hours with a WMU GPA of at least 2.5  
\*All courses marked with an asterisk must be completed with a grade of "C" or higher. APPLY FOR ADMISSION to the Bachelor of Business Administration (BBA) Degree Program.

You must be admitted to BBA to take 3000-4000 level courses. To finish in four years, DECLARE A MAJOR during your junior year and begin completing at least 24 credit hours in a department approved area of study.

# 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

## Oakland Community College/Western Michigan University

OCC	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 1100	BUS 1750 (Business Enterprise)
CIS 1050 or CIS 1000 and 1040	CIS 1020 (Business Computing)
(Select One): ENG 2200 or 1510 or 1520	BCM 1420 (Informational Writing)
(Select One): MAT 1500 or 1630 or 1600 or 1730	MATH 1160/1180/2000/1220
(Select One): ANT 1540 or 2750; FSS 1500; GEO 1510 or 1520; HIS 1550 or 1700; POL 2530 or 2610; PSY 2510; SOC 2510; SSC 2710	"Behavioral Science" Requirement
MAT 1580	Accepted for STAT 2160 (Business Statistics)
ECO 2620	ECON 2010 (Microeconomics)
ECO 2610	ECON 2020 (Macroeconomics)
ACC 1810*	ACTY 2100 (Accounting I)
ACC 1820*	ACTY 2110 (Accounting II)
Students may also take this additional course at OCC	
MKT 2520	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