

Business Administration Certificate Program

Students completing this certificate program will be ready for entry level positions in accounting, management, or information technology or to transfer to a 2 or 4 year degree granting institution to continue their education.

Program Learning Outcomes

- Apply the basic functions of management appropriately
- Employ communication methods effectively to proficiently connect with varying audiences
- Formulate decisions utilizing knowledge of business law concepts
- Implement basic accounting principles
- Utilize effective marketing techniques and principles

General Education Requirements	Credits
EN102 College Composition I	3
LS103 College Success Seminar	2

Anishinaabe Awareness	Credits
OS110 Ojibwa Language & Culture I	4

Business Administration Requirements	Credits
BS110 Introduction to Business	3
BS145 Business Communication	3
BS201 Accounting I <u>or</u> BS204 Microcomputer Accounting	3
BS208 Management & Supervision	3
BS210 Marketing	3
BS211 Business Law	3
IS110 Principles of Information Systems	4
Total Credits Required	31

Course Descriptions

BS110 Introduction to Business - 3 cr.

Overview of business principles. Topics include the nature of competition in national and global markets, the changing business environment, the role and importance of small business to local and national economies. Course also examines how globalization impacts business.

BS145 Business Communication - 3 cr.

Introduction to the theory and practice of communication in business. Emphasizes analysis of business communication situations to plan and present effective messages in spoken, written, and multimedia forms. Examines effective communication in face-to-face and work group settings. Prerequisite: EN102.

BS201 Accounting I - 4 cr.

Study of fundamental concepts, principles and procedures required in the practice of accounting including the accounting cycle and methods of recording, summarizing, reporting, and interpreting financial data.

BS204 Microcomputer Accounting - 3 cr.

Introduction to computerized applications covering the accounting cycle, including chart of accounts, accounts payable, accounts receivable, payroll, and report generation.

BS208 Management and Supervision - 3 cr.

Exploration of principles of organizational management including planning, organizing, decision making, staffing, and leadership.

BS210 Marketing - 3 cr.

Study of the basic marketing functions of managers including decisions made in developing both strategic and tactical marketing plans. Topics include principles of market segmentation, product development, pricing, distribution planning, and promotion. Prerequisite: BS110.

BS211 Business Law - 3 cr.

Study of legal terminology, contracts, agencies, partnerships, corporations, property, negotiable instruments, sales and court proceedings. Prerequisite: BS110.

IS110 Principles of Information Systems - 4 cr.

This course covers the fundamental skill levels for word processing, spreadsheets, presentation graphics, and databases with emphasis on real-world situations. Prerequisite: IS105 or instructor permission.