

WALKER L. CISLER COLLEGE OF BUSINESS

COLLEGE OFFICE

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College of Business at NMU

The goal of the College of Business is to offer degree programs that foster intellectual curiosity, leadership, ethical behavior and global awareness as well as to provide quality program content knowledge and develop problem solving, decision making and communication skills. Students are encouraged to work together on class projects, to pursue internship opportunities and to participate in college and university study abroad experiences.

The college's programs of study include nine baccalaureate majors, eight minors, four associate degrees, and one certificate program. Each provides the student with a concentration of knowledge and skills in one of the many aspects of the business world.

The Cisler College of Business is accredited by the Association to Advance Collegiate Schools of Business. It is one of about 400 business programs worldwide and one of only about 35 undergraduate-only programs to have this accreditation.

Student Organizations

- Accounting and Finance Club
- Association of Information Technology Professionals
- Business Professionals of America
- Collegiate Chapter of the American Marketing Association
- Institute for Managerial Accountants/Accounting Club
- Pi Omega Pi Honorary Society
- Student Michigan Education Association

College Facilities

- Financial Markets Lab
- Bureau of Business and Economic Research

College/Program Policies

Admission to the College of Business

Admission to the university does not guarantee admission to the College of Business. All baccalaureate majors with the exception of business education must apply for admission.

To be eligible for admission, applicants must:

1. Successfully complete the following pre-admission courses: College Composition I and II (EN 111, 211); Finite Mathematics (MA 103); Introduction to Probability and Statistics (MA 171); Principles of Accounting I and II (ACT 230, 240); Microeconomic/Macroeconomic Principles (EC 201, 202); four credits of IS courses (except CIS majors); eight credit hours in liberal studies courses; and other elective credit hours to total 48 semester credit hours.
2. Complete the 48 semester credits listed above with a minimum grade point average of 2.25. Current enrollment can count toward meeting the minimum requirements; however, formal admission will not be granted until after successful completion of the minimum credits.
3. Successfully complete the NMU Writing Proficiency Exam.

NOTE: PETITION FOR EXCEPTION TO THE ABOVE REQUIREMENTS MUST BE MADE IN WRITING AND SUBMITTED TO THE REGISTRAR'S OFFICE. THE PETITION MUST INCLUDE REASONS WHY AN EXCEPTION SHOULD BE MADE, AND DOCUMENTATION OF THE REASONS, IF APPLICABLE.

Application Deadlines

Applications must be submitted by the following dates: For fall semester, March 1; winter semester October 1; summer session, March 1. Applications received after these dates will not be acted upon until the following semester. Application forms are obtained at the College of Business office.

Other Policies

1. College of Business majors cannot enroll in NMU business courses at the 300 level or above until they have been admitted to the college and have attained junior status (56 hours).
2. In order to receive a degree from the Walker L. Cislser College of Business, students must complete at least 32 credit hours (24 within the College of Business) after admission to the college.
3. Students seeking a second bachelor's degree must be admitted to the College of Business.
4. Students who drop enrollment from NMU and subsequently re-enroll as a business major at a later date (re-entry students) must reapply for admission to the College of Business.
5. Baccalaureate degree students must take a minimum of 62 credit hours in courses outside the College of Business.
6. All CIS courses numbered 120 and above are invalid after seven years.

Grade Point Average Requirements

Associate degree students must earn a 2.00 grade point average in all business courses.

CIS majors or minors and CIS associate degree students must earn a minimum grade of "C-" in each CS/CIS/IS course applying to their CIS major, minor or associate degree.

Students majoring in secondary education business must maintain a grade point average of 2.70 or greater with no grade below a "C" in the professional education sequence, the major and/or minor and required cognates combined.

All other baccalaureate degree students must obtain a 2.00 GPA in their business core and major courses as well as a 2.00 cumulative Northern Michigan University GPA.

All business minors must earn a 2.00 GPA.

BACHELOR DEGREE PROGRAMS

Liberal Studies: Complete information on the liberal studies requirements and additional graduation requirements, including the health promotion requirement, is in the "Liberal Studies Program and Graduation Requirements" section of this bulletin (38-44).

Courses within each major that can be used to satisfy liberal studies requirements are listed with the roman numeral (in brackets) that coincides with the liberal studies division the course falls under.

Business Core Requirements for all Bachelor Degree Programs (Except Business Secondary Education)

| | |
|---|-----------|
| Total Credits Required for Core | 21 |
| ACT 230 Principles of Accounting I | 3 |
| ACT 240 Principles of Accounting II | 3 |
| FIN 351 Management of Financial Resources | 3 |
| MGT 221 Business Law I: Legal Environment of Business | 3 |
| MGT 225 Operations Management | 3 |
| MKT 230 Introduction to Marketing | 3 |
| MGT 240 Organizational Behavior and Management | 3 |

Accounting Major

This major provides basic competency in the functional areas of accounting and provides students with the minimum requirements to sit for professional examinations such as the CPA and CMA examinations. This major prepares students for such career opportunities as certified public accountant (CPA), cost analyst, controller, financial analyst, senior accountant, and vice president for finance and accounting.

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|--|--------------|
| Total Credits Required for Degree | 124 |
| Liberal Studies | 30-40 |
| Health Promotion | 2 |
| Business Core | 21 |
| Accounting | 30 |
| ACT 301 Financial Accounting I | 4 |
| ACT 302 Financial Accounting II | 4 |
| ACT 311 Cost Accounting | 4 |
| ACT 321 Federal Income Taxation | 4 |
| ACT 403 Accounting III | 4 |
| ACT 441 Auditing | 4 |
| ACT Electives* | 6 |
| Other Business Requirements | 4 |
| IS Electives** [V] | 4 |
| Business Electives** | 6 |

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|---|-----------|
| Other Required Courses | 28 |
| SP 100 Public Address <i>or</i> | 4 |
| SP 110 Interpersonal Communication (4 cr.) | |
| EC 201 Microeconomic Principles | 4 |
| EC 202 Macroeconomic Principles | 4 |
| MA 103 Finite Mathematics [III] <i>or</i> | 4 |
| MA 104 College Algebra with Applications in the Sciences and Technologies (4 cr.) [III] <i>or</i> | |
| MA 105 College Algebra for Calculus Preparation (4 cr.) [III] <i>or</i> | |
| MA 115 Pre-Calculus (4 cr.) [III] <i>or</i> | |
| MA 161 Calculus I (4 cr.) [III] | |
| MA 171 Introduction to Probability and Statistics [V] | 4 |
| PY 100L, S or H Psychology as a Laboratory Science [III] <i>or</i> | 4 |
| PY 100G Psychology as a Social Science [IV] | |
| SO 101 Introductory Sociology [IV] <i>or</i> | 4 |
| SO 113 Social Problems [IV] | |

General Electives Outside the College of Business 9

**Courses will be chosen with the consent of the adviser and must include two 300 or 400 level ACT courses, excluding ACT 491.*

***See adviser for courses required.*

Accounting/Computer Information Systems Major

This major provides a basic competency in the functional areas of accounting and computer information systems and provides students with the minimum requirements to obtain employment and to sit for professional examinations. Expertise in both accounting and computer information systems can lead to positions such as controller, cost analyst, director of information systems, computer programmer and systems analyst, to name a few.

| | |
|--|--------------|
| Total Credits Required for Degree | 150 |
| Liberal Studies | 30-40 |
| Health Promotion | 2 |
| Business Core | 21 |
| Accounting Requirements | 20 |
| ACT 301 Financial Accounting I | 4 |
| ACT 302 Financial Accounting II | 4 |
| ACT 311 Cost Accounting | 4 |
| ACT 403 Accounting III | 4 |
| ACT 441 Auditing | 4 |
| CIS Requirements | 17 |
| IS 120 Computer Concepts [V] | 2 |
| CIS 220 Network Concepts | 2 |
| CIS 155 Software Development I | 2 |
| CIS 250 Systems Development I | 4 |
| CIS 255 Systems Development II | 4 |
| CIS 464 Database Management Systems | 3 |
| Other Business Requirements | 8-11 |
| ACT/CIS Electives-300 level or above or approval of adviser or | |
| MGT 344 Managerial Communications. ACT 321 Federal | |
| Income Taxation, ACT 422 Advanced Federal Taxation and ACT | |
| 431 Accounting Information Systems are recommended for the | |
| CPA exam. | |

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| Business Electives | 6 |
| ACT 482 Accounting for Non-Profit Enterprises and ACT 484 | |
| Current Developments in Accounting are recommended for the | |
| CPA Exam. | |

Other Requirements 0-3

Students must demonstrate competency in Windows, E-mail, Internet and spreadsheets through placement tests or by completing IS 100, IS 102 and IS 202.

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| Other Required Courses | 20 |
| SP 100 Public Address <i>or</i> | 4 |
| SP 110 Interpersonal Communication (4 cr.) <i>or</i> | |
| SP 120 Small Group Process (4 cr.) <i>or</i> | |
| SP 220 Interviewing (4 cr.) | |
| EC 201 Microeconomic Principles | 4 |
| EC 202 Macroeconomic Principles | 4 |
| MA 103 Finite Mathematics [III] | 4 |
| MA 171 Introduction to Probability and Statistics [V] | 4 |

General Electives Outside the College of Business 21

Business Secondary Education Major

This major with a teaching minor gives the educational experiences that lead to becoming a certified business education teacher. Career opportunities are available in business education in public and private schools as well as in business and industry. Two years of relevant and recent work experience in an office environment qualifies graduates for vocational certification, which is required by many school districts.

Total Credits Required for Degree 133

| | |
|---|--------------|
| Liberal Studies | 30-40 |
| Health Promotion | 2 |
| Business Education | 34 |
| OIS 183 Business Administrative Procedures | 4 |
| OIS 161 Word Processing I <i>or</i> | 4 |
| OIS 261 Word Processing II (4 cr.) | |
| MGT 344 Managerial Communications | 3 |
| IS 100 Introduction to Windows, E-mail and the Internet [V] | 1 |
| IS 102 Beginning Spreadsheets [V] | 1 |
| IS 104 Beginning Database [V] | 1 |
| IS 107 Beginning Desktop Publishing [V] <i>or</i> | 1 |
| IS 207 Intermediate Desktop Publishing (1 cr.) [V] | |
| IS 202 Intermediate Spreadsheets [V] | 1 |
| IS 204 Advanced Database [V] | 1 |
| MGT 215 Introduction to Entrepreneurship | 3 |
| MGT 221 Business Law | 3 |
| MGT 240 Organizational Behavior and Management | 3 |
| MKT 230 Introduction to Marketing | 3 |
| ACT 230 Principles of Accounting I | 3 |
| ACT 240 Principles of Accounting II | 3 |
| Other Required Courses | 12 |
| EC 101 The American Economy [IV] | 4 |
| EN 211D Technical and Report Writing [I] | 4 |
| MA 103 Finite Mathematics [III] | 4 |
| Teaching Minor, minimum | 24 |

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| Professional Education | 33 |
| ED 201 Introduction to Education | 2 |
| ED 231 Teaching and Learning in the Secondary Classroom | 4 |
| ED 301 Dimensions of American Education | 2 |
| ED 319 Teaching of Reading for Secondary Teacher | 3 |
| ED 349 Teaching for Diversity, Equity and Social Justice in the Secondary School Community | 2 |
| OIS 350 Methods and Materials in the Teaching of Business Education | 4 |
| ED 361 Regular Education and Atypical Student | 2 |
| ED 430 Teaching in the Secondary School | 11 |
| ED 450 Student Teaching Seminar | 1 |
| ED 483 Educational Media and Technology | 2 |

Business Computer Information Systems Major

This program's objectives are to apply computer theory to business applications and to provide a strong dual knowledge foundation in technical and problem-solving skills. Students select an area of emphasis from help desk/call center, information technology/marketing, networking, systems analysis or software development. People-oriented career paths lead to positions as computer consultants, analysts, trainers and high tech marketers. Alternate careers as software programmers, database managers and network administrators tie the technical skills to the support and use of computer systems.

| | |
|--|--------------|
| Total Credits Required for Degree | 124 |
| Liberal Studies | 30-40 |
| Health Promotion | 2 |
| Business Core | 21 |
| Technology Courses | 14 |
| IS 120 Computer Concepts [V] | 2 |
| CIS 155 Software Development I | 2 |
| CIS 220 Network Concepts | 2 |
| CIS 250 Systems Development I | 4 |
| CIS 255 Systems Development II | 4 |
| Area of Concentration | |
| <i>Choose an area of concentration from the following:</i> | |
| Help Desk/Call Center Concentration | 18 |
| IS Electives, Intermediate or Advanced [V] | 3 |
| CIS 228 Concepts of Help Desk/Call Center Operations | 2 |
| MGT 228 Customer Service | 2 |
| MGT 355 Methods of Training | 4 |
| CIS 440 Management Information Systems | 3 |
| CIS 428 Help Desk/Call Center Management | 4 |
| Information Technology Marketing Concentration | 18 |
| MGT 215 Entrepreneurship | 3 |
| CIS 355 Software Development II | 3 |
| CIS 464 Database Management Systems | 3 |
| CIS 470 E-Commerce and E-Business <i>or</i> MKT 470 Electronic Commerce and Marketing (3 cr.) | 3 |
| CIS 415 Systems Development Project | 3 |
| CIS/IS Electives or other approved by adviser | 3 |

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| Networking Concentration | 18 |
| <i>Choose from the following:</i> | |
| Novell Block <i>or</i> | |
| CIS 230 Novell Operating Systems | 2 |
| CIS 330 Novel Certification Preparation | 3 |
| Microsoft Block | |
| CIS 234 Microsoft Network Operating Systems | 2 |
| CIS 334 Microsoft Network Certification Preparation | 3 |
| Other Required Courses for Networking Concentration | |
| CS 120 Computer Science I (4 cr.) [V] <i>or</i> CIS 355 Software Development II (3 cr.) | 3-4 |
| CIS 430 Data Communication | 3 |
| CIS 464 Database Management Systems | 3 |
| CIS 291 Internship in Computer Information Systems (1-4 cr.) <i>or</i> CIS 415 Systems Development Project (3 cr.) <i>or</i> CIS 491 Internship in Computer Information Systems (1-4 cr.) <i>or</i> ET 281 Computer Systems Servicing (3 cr.) | 3-4 |
| CIS/CS/IS Electives (0-1 cr.) | 0-1 |
| Software Application Development Concentration | 18 |
| CS 120 Computer Science I [V] | 4 |
| CS 122 Computer Science II | 4 |
| CIS 355 Software Development II | 3 |
| CIS 464 Database Program Development | 3 |
| ET 281 Computer Systems Servicing <i>or</i> CIS/CS/IS Electives | 3 |
| CIS/CS/IS Electives | 1 |
| Systems Analysis and Design Concentration | 18 |
| CIS 355 Software Development II | 3 |
| CIS 440 Management Information Systems | 3 |
| CIS 464 Database Management Systems | 3 |
| MGT 355 Methods of Training (4 cr.) <i>or</i> ET 281 Computer Systems Servicing (3 cr.) <i>or</i> CIS/CS/IS Electives | 3-4 |
| CIS/CS/IS Electives | 2-3 |
| CIS 415 Systems Development Project <i>or</i> CIS 291 Internship in Computer Information Systems <i>or</i> CIS 491 Internship in Computer Information Systems | 3 |
| Other Business Requirements | 3 |
| MGT 344 Managerial Communications | 3 |
| Other Required Courses | 24 |
| EN 211D Technical and Report Writing [I] | 4 |
| SP 100 Public Address <i>or</i> SP 110 Interpersonal Communication (4 cr.) <i>or</i> SP 120 Small Group Process (4 cr.) <i>or</i> SP 220 Interviewing (4 cr.) | 4 |
| EC 201 Microeconomic Principles | 4 |
| EC 202 Macroeconomic Principles | 4 |
| MA 103 Finite Mathematics [III] | 4 |
| MA 171 Introduction to Probability and Statistics [V] | 4 |
| General Electives Outside the College of Business | 8 |

Entrepreneurship Major

This major is designed for students who desire to develop their own businesses. It provides a comprehensive knowledge of accounting, finance, management, marketing and computer information systems as these areas relate to entrepreneurial business. This includes an understanding of how to develop a new business plan, conduct marketing research to determine the feasibility of a new business, obtain capital resources for a new business enterprise, manage the cash flow of a new business, and understand the legal issues related to entrepreneurial endeavors. The market potential of the entrepreneurship graduate is almost infinite.

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|---|--------------|
| Total Credits Required for Degree | 124 |
| Liberal Studies | 30-40 |
| Health Promotion | 2 |
| Business Core | 21 |
| Entrepreneurship | 15 |
| MGT 215 Introduction to Entrepreneurship | 3 |
| ACT 325 Financial Management for Entrepreneurs | 3 |
| MKT 310 Marketing for Entrepreneurs | 3 |
| MGT 414 Small Business Management | 3 |
| FIN 413 New Venture Finance: Capital Formation and Legal Issues | 3 |
| Other Business Requirements | 7 |
| IS Electives* [V] | 4 |
| MGT 436 Strategic Management | 3 |
| Business Electives | 10 |
| <i>Choose from the following:</i> | |
| MGT 343 Human Resource Management (3 cr.) | |
| MGT 344 Managerial Communications (3 cr.) | |
| MGT 475 International Business (3 cr.) | |
| OIS 121 Introduction to Business (4 cr.) | |
| Other Required Courses | 32 |
| EC 201 Microeconomic Principles | 4 |
| EC 202 Macroeconomic Principles | 4 |
| MA 103 Finite Mathematics [III] | 4 |
| MA 171 Introduction to Probability and Statistics [V] | 4 |
| PY 100L, S or H Psychology as a Laboratory Science [III] <i>or</i> PY 100G Psychology as a Social Science [IV] | 4 |
| SO 101 Introductory Sociology [IV] <i>or</i> SO 113 Social Problems [IV] | 4 |
| SP 100 Public Address | 4 |
| SP 110 Interpersonal Communication | 4 |
| General Electives Outside the College of Business | 8 |

Finance Major

The major provides students with basic competency in the functional areas of finance and provides students with the education foundation that is needed to prepare them for professional exams such as the Series 7, CFP and CFA. This major, as well as the personal financial planning major, combine the applications of analytical skills to the problems facing financial managers, financial institutions and individual investors while developing an understanding of today's financial markets. This program leads to careers in business financial management, banking, securities and commodity brokerage, consulting, insurance, financial planning and small business entrepreneurship.

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|---|--------------|
| Total Credits Required for Degree | 124 |
| Liberal Studies | 30-40 |
| Health Promotion | 2 |
| Business Core | 21 |
| Finance | 18-20 |
| FIN 352 Financial Management | 4 |
| FIN 354 Money and Capital Markets | 4 |
| FIN 462 Investments | 4 |
| ACT or FIN Electives** | 6-8 |
| Other Business Requirements | 7 |
| IS Electives*** [V] | 4 |
| MGT 436 Strategic Management | 3 |
| Business Electives | 6-8 |
| Other Required Courses | 27-28 |
| EC 201 Microeconomic Principles | 4 |
| EC 202 Macroeconomic Principles | 4 |
| MA 103 Finite Mathematics [III] | 4 |
| MA 171 Introduction to Probability and Statistics [V] | 4 |
| MGT 344 Managerial Communications* (3 cr.) <i>or</i> EN 303 Technical Writing* (4 cr.) | 3-4 |
| PY 100L, S or H Psychology as a Laboratory Science [III] <i>or</i> PY 100G Psychology as a Social Science [IV] | 4 |
| SO 101 Introductory Sociology [IV] <i>or</i> SO 113 Social Problems [IV] | 4 |
| General Electives Outside the College of Business | 16-17 |

*Or other course chosen with the consent of the adviser.

**Courses will be chosen with the consent of the adviser.

***See adviser for courses required.

Personal Financial Planning Major

The personal financial planning major provides a basic competency in the functional areas of finance and provides students with the education foundation that is needed to prepare students for professional exams such as the Series 7, CFP and CFA. Like the finance major, the personal financial planning major combines the applications of analytical skills to the problems facing financial managers, financial institutions and individual investors while developing an understanding of today's financial markets. The program leads to careers in business financial management, banking, securities and commodity brokerage, consulting, insurance, financial planning and small business entrepreneurship. Students who have completed the personal financial management major have the option of private consulting. Becoming a Certified Financial Planner (CFP)* is another option by electing to take a national exam.

*CFP® and CERTIFIED FINANCIAL PLANNER® are federally registered marks of the Certified Financial Planner Board of Standards, Inc. (CFP Board).

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|---|--------------|
| Total Credits Required for Degree | 124 |
| Liberal Studies | 30-40 |
| Health Promotion | 2 |
| Business Core | 21 |
| Finance | 26 |
| FIN 355 Insurance | 3 |
| FIN 450 Estate Planning | 3 |
| FIN 462 Investments | 4 |
| ACT 321 Taxation | 4 |
| FIN 460 Employee Benefits and Retirement Planning | 3 |
| FIN 424 Capstone Course in Financial Planning | 3 |
| ACT or FIN or other Business Electives | 6 |
| Other Business Requirements | 10 |
| IS Electives** [V] | 4 |
| MGT 436 Strategic Management | 3 |
| MKT 411 Personal Selling <i>or</i> MKT 430 Services Marketing (3 cr.) | 3 |
| Other Required Courses | 27-28 |
| EC 201 Microeconomic Principles | 4 |
| EC 202 Macroeconomic Principles | 4 |
| MA 103 Finite Mathematics [III] | 4 |
| MA 171 Introduction to Probability and Statistics [V] | 4 |
| MGT 344 Managerial Communications* (3 cr.) <i>or</i> EN 303 Technical Writing* (4 cr.) | 3-4 |
| PY 100L, S or H Psychology as a Laboratory Science [III] <i>or</i> PY 100G Psychology as a Social Science [IV] | 4 |
| SO 101 Introductory Sociology [IV] <i>or</i> SO 113 Social Problems [IV] | 4 |
| General Electives Outside the College of Business | 13-14 |

**Or other courses chosen with the consent of the adviser.*

***See adviser for courses required.*

Management Major

This program's objectives are to provide a theoretical base as well as the working applications of management; the ability to critically evaluate managerial actions; and the ability to apply managerial decision-making skills to future situations. Leaders with an appreciation for the forces active in complex organization, worker effectiveness and operating efficiencies are the foundation of any successful enterprise. Positions include job titles such as management consultant, quality control manager, director of planning and employee relations manager.

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| Total Credits Required for Degree | 124 |
| Liberal Studies | 30-40 |
| Health Promotion | 2 |
| Business Core | 21 |
| Management | 12 |
| MGT 326 Deterministic Models in Business <i>or</i> MGT 327 Random Models in Business (3 cr.) | 3 |
| MGT 343 Human Resource Management | 3 |
| MGT 417 Organizational Theory | 3 |
| MGT 436 Strategic Management | 3 |
| Management Electives** | 13-15 |
| <i>Choose from the following:</i> | |
| MA 271 Calculus with Applications (4 cr.) | |
| MGT 210 Time Management (1 cr.) | |
| MGT 285 International Business Seminar (3-4 cr.) | |
| MGT 322 Business Law II (3 cr.) | |
| MGT 326 Deterministic Models in Business (3 cr.) | |
| MGT 327 Random Models in Business (3 cr.) | |
| MGT 360 Controversial Issues in Marketing and Management (3 cr.) | |
| MKT 410 Sales Management (3 cr.) | |
| MGT 412 Compensation Administration (3 cr.) | |
| MGT 414 Small Business Management (3 cr.) | |
| MGT 415 Small Business Consulting (3 cr.) | |
| MGT 419 Seminar in Human Resource Management (3 cr.) | |
| MGT 421 Labor Law (3 cr.) | |
| MGT 422 Business and Government Policy (3 cr.) | |
| MGT 423 Seminar in Organization and Behavior (3 cr.) | |
| MGT 424 Collective Bargaining (3 cr.) | |
| MGT 425 Business Research (3 cr.) | |
| MGT 426 Advanced Business Research (3 cr.) | |
| MGT 475 International Business (3 cr.) | |
| MGT 491 Internship in Management (1-4 cr.) | |
| MGT 495 Special Topics in Management (1-3 cr.) | |
| MGT 498 Directed Study (1-3 cr.) | |
| CIS 440 Management Information Systems (3 cr.) | |
| Other Business Requirements | 7 |
| IS Electives* [V] | 4 |
| MGT 344 Managerial Communication | 3 |
| Business Electives** | 6-8 |
| Other Required Courses | 28 |
| EC 201 Microeconomic Principles | 4 |
| EC 202 Macroeconomic Principles | 4 |
| MA 103 Finite Mathematics [III] | 4 |
| MA 171 Introduction to Probability and Statistics [V] | 4 |

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| PY 100L, S or H Psychology as a Laboratory Science [III] <i>or</i> PY 100G Psychology as a Social Science (4 cr.) [IV] | 4 |
| SO 101 Introductory Sociology [IV] <i>or</i> SO 113 Social Problems (4 cr.) [IV] | 4 |
| SP 100 Public Address (4 cr.) <i>or</i> SP 110 Interpersonal Communication (4 cr.) | 4 |

General Electives Outside the College of Business 9

**See adviser for courses required.*

***Or other courses approved by the adviser in the College of Business.*

Marketing Major

This major provides a theoretical base as well as working applications of marketing. Growing domestic and global populations, increasing demands for a wide range of products and services in modern society, and technology and media advancements stress the need for marketing professionals who understand the operations and problems associated with getting goods and services from the producer to the user. Career paths include product consultant, sales representative, marketing manager, retail store buyer, research analyst and advertising professional.

Total Credits Required for Degree 124

Liberal Studies 30-40

Health Promotion 2

Business Core 21

Marketing 24

MKT 335 Consumer Behavior *or*

MKT 430 Services Marketing (3 cr.) 3

MGT 425 Business Research 3

MKT 435 Marketing Strategy 3

MKT 438 Marketing Management *or*

MKT 466 International Marketing (3 cr.) 3

MKT 411 Personal Selling *or*

MKT 410 Sales Management (3 cr.) 3

Marketing Electives* 9

Choose from the following:

MGT 210 Time Management (1 cr.)

MGT 285 International Business Seminar (3-4 cr.)

MGT 326 Deterministic Models in Business (3 cr.)

MGT 327 Random Models in Business (3 cr.)

MKT 360 Controversial Issues in Marketing and Management (3 cr.)

MGT 415 Small Business Consulting (3 cr.)

MGT 422 Business and Government Policy (3 cr.)

MGT 426 Advanced Business Research (3 cr.)

MGT 475 International Business (3 cr.)

MKT 331 Retail Administration (3 cr.)

MKT 335 Consumer Behavior (3 cr.)

MKT 337 Marketing Channel (3 cr.)

MKT 410 Sales Management (3 cr.)

MKT 411 Personal Selling (3 cr.)

MKT 430 Services Marketing (3 cr.)

MKT 432 Advertising and Sales Promotion (3 cr.)

MKT 438 Marketing Management (3 cr.)

MKT 466 International Marketing (3 cr.)

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| MKT 470 E-Commerce and Marketing (3 cr.) | |
| MKT 491 Internship in Marketing (1-4 cr.) | |
| MKT 495 Special Topics in Management/Marketing (3 cr.) | |

Other Business Requirements 10

IS Electives** [V] 4

MGT 344 Managerial Communication 3

CIS 440 Management Information Systems 3

Business Electives* 6-7

Other Required Courses 28

EC 201 Microeconomic Principles 4

EC 202 Macroeconomic Principles 4

MA 103 Finite Mathematics [III] 4

MA 171 Introduction to Probability and Statistics [V] 4

PY 100L, S or H Psychology as a Laboratory Science [III] *or*

PY 100G Psychology as a Social Science (4 cr.) [IV] 4

SO 101 Introductory Sociology [IV] *or*

SO 113 Social Problems (4 cr.) [IV] 4

SP 100 Public Address 4

General Electives Outside the College of Business 8-9

**Or other courses approved by the adviser and the Director of Academic Affairs for the College of Business.*

***See adviser for courses required.*

Ski Area Business Management Major

This major is a joint program between NMU and Gogebic Community College in Ironwood, Michigan. At GCC, students learn the technical skills necessary to manage ski areas or functional areas in ski area operations. At NMU, students gain comprehensive knowledge of accounting, finance, management, marketing and computer information systems. Graduates of the ski area business management program are placed at resorts nationwide.

Due to course sequencing and pre-requisite course work for admission to the NMU College of Business, this program can take four to five academic years to complete. To finish the program in a timely manner, students should select one of two options: (1) Attend Gogebic Community College for two years, complete an associate degree in ski area management, and transfer to NMU to complete the bachelor's degree; or (2) Attend NMU for one year, transfer to Gogebic Community College for two years, complete an associate degree in ski area management, and transfer to NMU to complete the bachelor's degree.

Total Credits Required for Degree 126

Liberal Studies 30-40

Health Promotion 2

Business Core 21

Ski Area Management Electives 6

Choose from the following:

MGT 326 Deterministic Models in Business (3 cr.) *or*

MGT 327 Random Models in Business (3 cr.)

MGT 343 Human Resource Management (3 cr.)

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| MGT 417 Organizational Theory (3 cr.) | |
| MGT 436 Strategic Management (3 cr.) | |
| Technical Ski Core | 38 |
| <i>Taken at Gogebic Community College</i> | |
| SAM 106 Snowmaking | 2 |
| SAM 100 Intro to Ski Area Management | 3 |
| SAM 101 Ski Area Layout | 3 |
| SAM 103 Ski Lift Construction And Design | 3 |
| SAM 104 Ski Equipment Mechanics | 2 |
| SAM 105 Ski Area Maps | 1 |
| SAM 107 Slope Grooming | 2 |
| SAM 200 Ski Area Operational Cost Analysis | 3 |
| SAM 202 Risk Management and Related Issues | 2 |
| SAM 205 Applied Industrial Skills | 2 |
| Cooperative Experience/Internship | 15 |
| Other Business Requirements | 7 |
| IS Electives** [V] | 4 |
| MGT 344 Managerial Communication | 3 |
| Other Required Courses | 28 |
| EC 201 Microeconomic Principles | 4 |
| EC 202 Macroeconomic Principles | 4 |
| MA 103 Finite Mathematics [III] | 4 |
| MA 171 Introduction to Probability and Statistics [V] | 4 |
| PY 100L, S or H Psychology as a Laboratory Science [III] <i>or</i> PY 100G Psychology as a Social Science (4 cr.) [IV] | 4 |
| SO 101 Introductory Sociology (4 cr.) [IV] <i>or</i> SO 113 Social Problems (4 cr.) [IV] | 4 |
| SP 100 Public Address <i>or</i> SP 110 Interpersonal Communication | 4 |
| <i>**See adviser for courses required.</i> | |

ASSOCIATE DEGREE PROGRAMS

Computer Information Systems *Associate of Business*

This program provides a basic foundation of knowledge in the computing area and the ability to apply computer theory to business applications. Graduates find employment in organizations ranging from small firms to large corporations as computing technicians, providers of help desk services and software trainers. Forecasts to the year 2005 show the occupations with the highest growth rate are in the computing fields.

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| Total Credits Required for Degree | 62 |
| Liberal Studies | 20 |
| EN 111 College Composition I | 4 |
| EN 211 College Composition II | 4 |
| MA 103 Finite Mathematics | 4 |
| MA 171 Introduction to Probability and Statistics | 4 |
| Liberal Studies Electives* | 4 |
| Health Promotion | 1 |
| HP 200 Personal Well Being | 1 |

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|---|-----------|
| Technology Core | 14 |
| IS 120 Computer Concepts | 2 |
| CIS 155 Software Development I | 2 |
| CIS 220 Introduction to Networking | 2 |
| CIS 250 Systems Development I | 4 |
| CIS 255 Systems Development II | 4 |
| CIS Electives** | 8 |
| Other Required Courses | 10 |
| SP 100 Public Address <i>or</i> SP 110 Interpersonal Communication (4 cr.) <i>or</i> SP 120 Small Group Process (4 cr.) <i>or</i> SP 220 Interviewing (4 cr.) | 4 |
| ACT 230 Principles of Accounting I | 3 |
| ACT 240 Principles of Accounting II | 3 |
| General Electives | 9 |
| If transferring to a CIS bachelor of science degree program after associate graduation, EC 201 Microeconomic Principles and EC 202 Macroeconomic Principles should be taken as electives. | |
| <i>*Liberal studies electives must be taken outside the College of Business.</i> | |
| <i>**Electives must be approved by adviser.</i> | |

General Business *Associate of Business*

This program has two goals: to provide educational experiences enabling graduates to enter a variety of entry-level positions and to provide students with skills and experiences that will assist them in functioning as a consumer in today's modern society. Career opportunities with this degree are varied and may include a variety of situations in retail stores, insurance companies/agencies, banks and many types of small businesses. Job titles include sales associate, assistant manager, insurance clerk and teller.

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| Total Credits Required for Degree | 65 |
| Liberal Studies | 12 |
| EN 111 College Composition I | 4 |
| Liberal Studies Electives* | 8 |
| Health Promotion | 1 |
| HP 200 Physical Well Being | 1 |
| Associate Degree Core | 24 |
| ACT 201 Practical Accounting Procedures | 4 |
| IS 105 Presentation/Multimedia Software | 1 |
| IS 107 Beginning Desktop Publishing | 1 |
| OIS 161 Word Processing I | 4 |
| OIS 183 Business Administrative Procedures | 4 |
| OIS 185 Spreadsheets and Database Software | 4 |
| OIS 190 Professional Development | 3 |
| OIS 244 Applied Office Communication | 3 |
| General Business Core | 16 |
| OIS 121 Introduction to Business | 4 |
| MGT 215 Entrepreneurship | 3 |

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| MGT 221 Business Law I | 3 |
| MGT 240 Organizational Behavior and Management | 3 |
| MKT 230 Introduction to Marketing | 3 |

General Electives 12

**Liberal studies electives must be taken outside the College of Business.*

Office Information Assistant
Associate of Business

This program provides advanced skills required for employment in an office environment. Career opportunities in the office support field are available in public and private institutions and companies for positions such as office clerks, secretaries, information processors and administrative assistants. The office support career field is projected to have one of the highest potentials for job growth through 2005.

Total Required for Degree 64

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|------------------------------|----------|
| Liberal Studies | 8 |
| EN 111 College Composition I | 4 |
| Liberal Studies Electives* | 4 |

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|----------------------------|----------|
| Health Promotion | 1 |
| HP 200 Personal Well Being | 1 |

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| Associate Degree Core | 24 |
| ACT 201 Practical Accounting Procedures | 4 |
| IS 105 Presentation/Multimedia Software | 1 |
| IS 107 Beginning Desktop Publishing | 1 |
| OIS 161 Word Processing I | 4 |
| OIS 183 Business Administrative Procedures | 4 |
| OIS 185 Introductory Software Applications | 4 |
| OIS 190 Professional Development | 3 |
| OIS 244 Applied Office Communication | 3 |

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| Office Information Assistant Core | 15 |
| IS 207 Intermediate Desktop Publishing | 1 |
| OIS 261 Word Processing II | 3 |
| OIS 263 Business Document Editing | 4 |
| OIS 285 Advanced Software Applications and Integration | 3 |
| OIS 293 Integrated Office | 4 |

Electives** 10

Choose from the following:

- IS 208 Web Page Development (1 cr.)
- OIS 121 Introduction to Business (4 cr.)
- OIS 171 Medical Terminology (4 cr.)
- MGT 215 Entrepreneurship (3 cr.)
- MGT 221 Business Law I (3 cr.)
- MKT 230 Introduction to Marketing (3 cr.)
- MGT 240 Organizational Behavior and Management (3 cr.)

General Electives 6

**Liberal studies electives must be outside the College of Business.*

***Or other courses approved by the Director of Academic Affairs in the College of Business.*

Health Information Processing
Associate of Business

This program provides advanced skills required for employment in an office environment and with specialized skills necessary for employment in the medical field. The health care industry is supported by many behind the scenes individuals who are employed in a variety of administrative/support areas. General clerical/support positions include insurance clerk, billing clerk and medical records clerk. Administrative/technical positions include medical transcriptionist, medical coder, health unit coordinator, office manager and administrative assistant.

Total Credits Required for Degree 69

| | |
|------------------------------|----------|
| Liberal Studies | 8 |
| EN 111 College Composition I | 4 |
| Liberal Studies Electives* | 4 |

| | |
|----------------------------|----------|
| Health Promotion | 1 |
| HP 200 Personal Well Being | 1 |

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|--|-----------|
| Associate Degree Core | 24 |
| ACT 201 Practical Accounting Procedures | 4 |
| IS 105 Presentation/Multimedia Software | 1 |
| IS 107 Beginning Desktop Publishing | 1 |
| OIS 161 Word Processing I | 4 |
| OIS 183 Business Administrative Procedures | 4 |
| OIS 185 Introductory Software Applications | 4 |
| OIS 190 Professional Development | 3 |
| OIS 244 Applied Office Communication | 3 |

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| Information Processing Core | 15 |
| IS 207 Intermediate Desktop Publishing | 1 |
| OIS 261 Word Processing II | 3 |
| OIS 263 Business Document Editing | 4 |
| OIS 285 Advanced Software Applications and Integration | 3 |
| OIS 293 Integrated Office Lab | 4 |

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| Health Information Core | 21 |
| OIS 171 Medical Terminology | 4 |
| OIS 172 Diagnostic/Therapeutic Terminology | 4 |
| OIS 266 Medical Transcription | 3 |
| OIS 270 Medical Record Procedures | 4 |
| OIS 271 Medical Office Procedures | 3 |
| OIS 273 Medical Coding | 3 |

**Liberal studies electives must be taken outside the College of Business.*

CERTIFICATE PROGRAM

Office Services Certificate

This certificate program provides a focused educational experience for office support personnel, including introductory skills for employment in an office environment. Career opportunities in the office support field are available in public and private companies for positions such as office clerk, transcriptionists, keyboarding specialists and secretaries. The office support career field is projected to have one of the highest potentials for job growth through 2005.

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|---|-----------|
| Total Credits Required for Certificate | 32 |
| Liberal Studies | 4 |
| EN 111 College Composition I | 4 |
| Health Promotion | 1 |
| HP 200 Physical Well Being | 1 |
| Technical Concentration | 27 |
| IS 105 Presentation/Multimedia Software | 1 |
| IS 107 Beginning Desktop Publishing | 1 |
| OIS 161 Word Processing I | 4 |
| OIS 183 Business Administrative Procedures | 4 |
| OIS 185 Introductory Software Applications | 4 |
| OIS 190 Professional Development | 3 |
| OIS 244 Applied Office Communication | 3 |
| OIS 261 Word Processing II | 3 |
| OIS 263 Business Document Editing | 4 |

MINOR PROGRAMS

Accounting Minor

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|---|-----------|
| Total Credits Required for Minor | 20 |
| ACT 230 Principles of Accounting I | 3 |
| ACT 240 Principles of Accounting II | 3 |
| Electives* | 14 |
| <i>Choose from the following:</i> | |
| ACT 301 Financial Accounting I (4 cr.) | |
| ACT 302 Financial Accounting II (4 cr.) | |
| ACT 311 Cost Accounting (4 cr.) | |
| ACT 321 Federal Income Taxation (4 cr.) | |
| FIN 354 Money and Capital Markets (4 cr.) | |
| ACT 403 Accounting III (4 cr.) | |
| ACT 412 Advanced Cost Accounting (3 cr.) | |
| FIN 420 Financial Statement Analysis (3 cr.) | |
| ACT 422 Advanced Federal Taxation (3 cr.) | |
| FIN 424 Personal Financial Planning (3 cr.) | |
| ACT 431 Accounting Information Systems (3 cr.) | |
| ACT 441 Auditing (4 cr.) | |
| ACT 482 Accounting for Non-Profit Enterprises (3 cr.) | |

*Or other courses approved by the Director of Academic Affairs in the College of Business.

Business Administration Minor

| | |
|--|-----------|
| Total Credits Required for Minor | 20 |
| ACT 230 Principles of Accounting I | 3 |
| ACT 240 Principles of Accounting II | 3 |
| MGT 240 Organizational Behavior and Management | 3 |
| MKT 230 Introduction to Marketing | 3 |
| FIN 351 Management of Financial Resources | 3 |

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| Electives* | 5 |
| Choose any ACT, CIS, IS, FIN, MGT, MKT or OIS courses except ACT 201, ACT 202, MGT 240, MKT 230 and FIN 351. | |

*Or other courses approved by the Director of Academic Affairs in the College of Business.

Computer Information Systems Minor

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|---|-----------|
| Total Credits Required for Minor | 20 |
| CIS/CS/IS Electives | 20 |

A program of CIS, CS or IS courses must be approved by both the major and minor advisers. A copy of the approved minor is then sent to the Degree Audits Office. Modifications in the program may be made only with the approval of both the minor and major advisers.

Finance Minor

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|---|-----------|
| Total Credits Required for Minor | 20 |
| ACT 230 Principles of Accounting I | 3 |
| FIN 351 Management of Financial Resources | 3 |
| FIN 354 Money and Capital Markets | 4 |

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| Electives* | 10 |
| <i>Choose from the following:</i> | |
| ACT 240 Principles of Accounting II (3 cr.) | |
| ACT 321 Federal Income Taxation (4 cr.) | |
| FIN 352 Financial Management (3 cr.) | |
| ACT 420 Financial Statement Analysis (3 cr.) | |
| FIN 424 Personal Financial Management (3 cr.) | |
| FIN 458 International Financial Management (3 cr.) | |
| FIN 461 Management of Financial Institutions (3 cr.) | |
| FIN 462 Investment Analysis (4cr.) | |
| FIN 463 Portfolio Management (3 cr.) | |
| FIN 355 Principles of Insurance (3 cr.) | |
| FIN 450 Estate Planning (3 cr.) | |
| FIN 460 Employee Benefits (3 cr.) | |
| ACT 482 Accounting Non-Profit Enterprises (3 cr.) | |

*Or other courses approved by the Director of Academic Affairs in the College of Business.

Labor Relations Minor

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|---|-----------|
| Total Credits Required for Minor | 20 |
| MGT 240 Organizational Behavior and Management | 3 |
| MGT 421 Labor Law | 3 |
| MGT 343 Human Resource Management | 3 |
| MGT 424 Collective Bargaining | 3 |
| Electives* | 8 |
| <i>Choose from the following:</i> | |
| MGT 419 Seminar in Human Resource Management (4 cr.) | |
| MGT 412 Compensation Administration (3 cr.) | |
| MGT 221 Business Law I: Legal Environment of Business (3 cr.) | |
| EC 415 Labor Economics (4 cr.) | |
| PS 332 Administrative Law (4 cr.) | |
| MGT 417 Organizational Theory (3 cr.) | |
| HS 337 or EC 337 American Economic History (4 cr.) | |
| ACT 202 Accounting Concepts for Management (4 cr.) | |
| <i>*Or other courses approved by the Director of Academic Affairs in the College of Business.</i> | |

Management Minor

| | |
|---|-----------|
| Total Credits Required for Minor | 20 |
| MGT 240 Organizational Behavior and Management | 3 |
| MGT 343 Human Resource Management | 3 |
| MGT 417 Organizational Theory | 3 |
| Electives* | 11 |
| <i>Choose from the following:</i> | |
| ACT 230 Principles of Accounting I (3 cr.) | |
| ACT 240 Principles of Accounting II (3 cr.) | |
| MGT 225 Operations Management (3 cr.) | |
| MGT 326 Deterministic Models in Business (3 cr.) | |
| MGT 327 Random Models In Business (3 cr.) | |
| MGT 360 Controversial Issues in Marketing and Management (3 cr.) | |
| MGT 412 Compensation Administration (3 cr.) | |
| MGT 414 Small Enterprise Management (3 cr.) | |
| MGT 419 Seminar in Human Resource Management (3 cr.) | |
| MGT 422 Business and Government Policy (3 cr.) | |
| MGT 475 International Business (3 cr.) | |
| MGT 495 Special Topics in Management (1-3 cr.) | |
| <i>*Or other courses approved by the Director of Academic Affairs in the College of Business.</i> | |

Marketing Minor

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|---|-----------|
| Total Credits Required for Minor | 20 |
| MKT 230 Introduction to Marketing | 3 |
| MKT 230R Introduction to Marketing Recitation | 1 |
| MKT 335 Consumer Behavior Analysis | 3 |
| MGT 240 Organizational Behavior and Management | 3 |
| MGT 240R Introduction to Management Recitation | 1 |
| Electives* | 9 |
| <i>Choose from the following:</i> | |
| MKT 331 Retail Administration (3 cr.) | |
| MKT 337 Marketing Channels (3 cr.) | |
| MKT 360 Controversial Issues in Marketing and Management (3 cr.) | |
| MKT 410 Sales Management (3 cr.) | |
| MKT 411 Personal Selling (3 cr.) | |
| MGT 414 Small Enterprise Management (3 cr.) | |
| MKT 430 Services Marketing (3 cr.) | |
| MKT 432 Advertising and Sales Promotion (3 cr.) | |
| MKT 466 International Marketing (3 cr.) | |
| MGT 475 International Business (3 cr.) | |
| MKT 495 Special Topics in Marketing (1-3 cr.) | |
| <i>*Or other courses approved by the Director of Academic Affairs in the College of Business.</i> | |

Office Services Minor

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|---|-----------|
| Total Credits Required for Minor | 24 |
| OIS 161 Word Processing I | 4 |
| OIS 183 Business Administrative Procedures | 4 |
| OIS 185 Introductory Software Applications | 4 |
| OIS 263 Business Document Editing | 4 |
| Electives* | 6 |
| <i>Choose from the following:</i> | |
| IS 105 Presentation/Multimedia Software (1 cr.) | |
| IS 107 Beginning Desktop Publishing (1 cr.) | |
| IS 120 Computer Concepts (2 cr.) | |
| IS 207 Advanced Desktop Publishing (1 cr.) | |
| IS 208 Web Page Development (1 cr.) | |
| OIS 121 Introduction to Business (4 cr.) | |
| MGT 344 Managerial Communications (3 cr.) | |
| <i>*Or other courses approved by the Director of Academic Affairs in the College of Business.</i> | |