

Business Management

The business management degree programs offer a wide variety of options. These choices have evolved as a result of ongoing analyses of and attention to student, employer, and local community needs. The degree now includes five different options or "areas of concentration."

Management is a universal concept which is essential for all organizations, large and small, whether they be for-profit, not-for-profit, or governmental. The Northeastern Ohio area has a continuing demand for trained supervisors, middle managers, administrative assistants, and entrepreneurs, who understand how to plan, organize, direct, communicate, and control business operations. A degree or certificate in management will prepare a student to assume a leadership role within any organization.

A number of courses are common to all Lakeland management degrees. Beyond those basic requirements, students may choose to concentrate either on the broad, generalized field of management, or on management within a number of narrower areas.

Areas of concentration include:

- Business Information Management
- Entrepreneurship
- General Management
- Human Resources Management
- Marketing

Certificates are also available.

Business Management Certificates

Lakeland offers ten business management and marketing certificates. All credits earned toward a certificate can also be applied toward an associate degree in business. These certificates provide evidence that a student has completed a focused curriculum program in the specialty area designated by the certificate.

Earning a certificate is often a short-range goal for students planning to pursue a business degree. In addition, students who already have a baccalaureate degree in a non-business field may apply certificates as academic credentials for employment or promotion purposes.

Certificates include:

- Business Information Management
- Business Management
- E-Business
- Entrepreneurship
- Human Resources Management
- Leadership
- Marketing
- Office Communications
- Ohio Real Estate Broker
- Ohio Real Estate Salesperson

Gainful Employment	Program Name	Program Type	Area of Study
	Associate of Arts Degree in Business (9010) , AA (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/9010/)	Degree	GNST
	Business Information Management Concentration (9222) , AAB (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/9222/)	Degree	BUSM
	Entrepreneurship Concentration (9215) , AAB (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/9215/)	Degree	BUSM
	General Management Concentration (9224) , AAB (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/9224/)	Degree	BUSM
	Human Resources Management Concentration (9225) , AAB (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/9225/)	Degree	BUSM

Marketing Concentration (9227) , AAB (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/9227/)	Degree	BUSM
Culinary Arts Technology (9730) , ATS (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/9730/)	Degree	BUSM
Business Information Management Certificate (2221) (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/2221/)	Certificate	BUSM
Business Management Certificate (2201) (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/2201/)	Certificate	BUSM
E-Business Certificate (2202) (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/2202/)	Certificate	BUSM
Entrepreneurship Certificate (2291) (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/2291/)	Certificate	BUSM
Human Resources Management Certificate (2251) (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/2251/)	Certificate	BUSM
Leadership Certificate (2262) (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/2262/)	Certificate	BUSM
Marketing Certificate (2271) (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/2271/)	Certificate	BUSM
Office Communications Certificate (2610) (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/2610/)	Certificate	BUSM
Ohio Real Estate Broker Certificate (2280) (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/2280/)	Certificate	BUSM
Ohio Real Estate Salesperson Certificate (2072) (https://catalog.lakelandcc.edu/degree-certificate-programs/busm/2072/)	Certificate	BUSM

BUSM 1300 Introduction to Business

3 Credits

This course provides an overview of business throughout the world, focusing on the historical development of American business from the early years to the present. It includes major business functions: management, marketing, manufacturing, distribution, financial operations, and human resource management. It also focuses on business ethics, in theory and practice, in today's highly competitive business environment.

(3 contact hours)

BUSM 1330 Business Ethics

3 Credits

This course introduces students to the relevance and importance of ethics in business. It examines ethical considerations and dilemmas facing corporations, managers, and employees and develops ethical decision-making skills with a stakeholder focus. Students will become familiar with business ethics views and theories, corporate social responsibility policies and practices, and the application of sustainability to business decisions.

(3 contact hours)

BUSM 1400 Professional Personal Selling

3 Credits

Prerequisite: BUSM 1300 or permission of instructor.

This course is a review of the attributes and behaviors that lead to success in personal selling. It includes the fundamentals of consultative professional selling, including customer and relationship focus, understanding behavioral style, personal development and communications levels, product information, stages of the sales process, presentations, selling services, and managing the sales force. These concepts are appropriate for tangibles, intangibles, and store and field selling. The course includes the use of role playing.

(3 contact hours)

BUSM 1500 International Business in a Global Environment

3 Credits

Prerequisite: BUSM 1300 or permission of instructor.

Focusing on the global environment, this course provides students with a fundamental understanding of all major areas of international business. General content areas include international management, finance, economics, marketing, law, operation, import/export sociocultural forces, and strategic planning. Additionally, topical presentations include analysis and discussions of current issues, ethics, international development, and foreign and economic policies as they affect U.S. businesses in the global environment.

(3 contact hours)

BUSM 1620 Introduction to Entrepreneurship

(CTAG) 3 Credits

This course explores entrepreneurial opportunities and investigates the various considerations and skills necessary in establishing a small business. Students will learn about the process for conceiving, launching, and developing a business in a competitive market. Topics pertaining to the small business include competitive strategies, ethics, legal issues, financing options, marketing, and the role of the business plan.

(3 contact hours)

BUSM 1640 Entrepreneurial Management**3 Credits***Prerequisite: BUSM 1620.*

This course explores the entrepreneur's role in the management of a small business. Topics include marketing and promotion, product and supply chain management, human resources management, operations management, and assets management. Students will also address and analyze risk assessment, global opportunities, and current small business topics.
(3 contact hours)

BUSM 1700 Principles of E-Business**3 Credits***Prerequisite: BUSM 1300.*

This course provides an overview of electronic commerce principles focusing on the management and marketing strategies that make electronic commerce business successful. It includes the business and profit models of e-commerce along with other e-commerce principles including: justification for e-commerce, increasing web-site traffic, legal issues such as payment, taxation, security, and privacy and international e-commerce.
(3 contact hours)

BUSM 1800 Essentials of Management and Supervision**3 Credits**

This specialized course includes the study of the skills of planning, organizing, leading, and controlling the operation of organizations through effective communication, human resource practices, problem solving, and decision making. Supervisory and managerial techniques apply to all formal organizations, including for profit and not for profit, private and public, and manufacturing and service. This course for non-majors focuses on supervisory and mid-management skills and includes key concepts from other courses, namely Principles of Management, Organizational Behavior, Human Resource Management, and others which are taken by management majors. Because of the similarities in course content, students required to take BUSM 2000 Principles of Management will not receive credit for BUSM 1800.
(3 contact hours)

BUSM 2000 Principles of Management**(TAG) 3 Credits***Prerequisite: BUSM 1300 or permission of department chair.*

This advanced course is an in-depth study of the classic management functions of planning, organizing, leading and controlling. It supplies techniques for carrying out each of these functions. Students will participate in extended discussion and practice decision-making and problem-solving techniques.
(3 contact hours)

BUSM 2100 Business Law I**(TAG) 3 Credits**

This course provides students with a fundamental understanding of important business law concepts. Content areas include the legal environment and judicial system, the nature and sources of law, administrative law, legal procedures, business torts, property in the business environment, criminal law, employment relationship and equal employment, business ethics and social responsibility in the global environment, contract law, agency, partnerships and corporations, sole proprietorships and franchises, and securities regulation. The course emphasizes practical application of the law where appropriate. This course is cross listed as BUSM 2100 Business Law I and PARL 2199 Business Law I. Students who have taken the course under the alternative course ID should not take this course.
(3 contact hours)

BUSM 2150 Business Law II**3 Credits***Prerequisite: BUSM 2100 or permission of instructor.*

This course provides students with substantive areas of law not presented in BUSM 2100 Business Law I. Primary content areas focus on Articles 2 of the Uniform Commercial Code, including sales and lease contracts, negotiable instruments, debtor-creditor relationships and bankruptcy. In addition it includes government regulation such as antitrust, consumer and employment law as well as personal and real property, insurance, wills, and trusts. Topical presentations include analysis and discussion of current issues, ethics, and statutory and case law. The course emphasizes practical application of the law where appropriate.
(3 contact hours)

BUSM 2250 Leadership Development**3 Credits**

The central focus of this specialized course is the development of leaders and leadership skills. It provides a basic understanding of leadership, theories of group dynamics, and the moral and ethical responsibilities of leadership. It also assists students in developing their own style of leadership.
(3 contact hours)

BUSM 2300 Human Resource Management**3 Credits***Prerequisite: BUSM 1300.*

This course introduces students to human resources (HR) functions, including recruitment and selection, training and development, compensation and benefits, and labor relations. It also provides an analysis of HR functions geared to help improve the effectiveness of HR professionals and operating managers. Within the context of a strategic environment, the course integrates current trends and related legislation.
(3 contact hours)

BUSM 2330 Employment Practices**3 Credits***Prerequisite: BUSM 2300 or permission of instructor.*

This course offers specialized study in employment practices and methods. Students will develop technical skills in the areas of job analysis, recruitment, interviewing, and selection through experiential exercises and cases while applying related legislation and current issues. Students will apply relevant employment techniques to potential "real-life" situations to develop human resources management (HRM) skills for the future manager or human resources professional.

(3 contact hours)

BUSM 2350 Labor-Management Relations**3 Credits***Prerequisite: BUSM 2300 or permission of instructor.*

This advanced course focuses on the history and evolution of U.S. labor-management relations. It includes the basic functional areas of labor relations and collective bargaining; key legislation affecting labor relations; and negotiation techniques and strategies. Students will practice the negotiation of a new contract through the use of role-playing techniques.

(3 contact hours)

BUSM 2370 Compensation and Benefits**3 Credits***Prerequisite: BUSM 2300 or permission of instructor.*

This course offers specialized study and skill development in compensation and benefits management through "hands-on" experiences with salary surveys, job evaluation, salary administration, competitive cost-effective medical plan strategies, and retirement plan design and administration. Useful for the human resources student, future manager, or human resources professional the course integrates related legislation and current practices. Group benefits studies include life, medical, dental vision, short and long-term disability, paid time off, and current trends. Retirement benefits studies include defined benefit plans and defined contribution plans, including 401(k) plans.

(3 contact hours)

BUSM 2380 Training Skills and Techniques**3 Credits**

This specialized course for employees and supervisors offers practical introduction of all aspects of training. It includes vocabulary, adult learning principles, organizational needs analyses, learning objectives, various group and individual training approaches, assessment techniques, lesson design skills, and structure and implementation of training. The course covers an overview of the training field, use of multi-media and training facilities design. Students will develop and present formal training sessions.

(3 contact hours)

BUSM 2400 Business Communication**(TAG) 3 Credits***Prerequisite: ENGL 1110 or ENGL 1111.*

This course provides students with a fundamental understanding of important oral and written skills in the business environment. This course includes practical application of oral and written communication skills in a simulated business setting. Students will develop and enhance their skills in researching, planning, writing, editing, and presenting a diversity of business communication. Additionally, emphasis on the process of writing, tone and style, and business correspondence utilizing a diversity of formats will be a major part of this course. Development and improvement of oral and employment communication, including resumes, job interview techniques, and business presentation style, is a component of this course.

(3 contact hours)

BUSM 2500 Principles of Marketing**(TAG) 3 Credits***Prerequisite: BUSM 1300, ECON 2600 (can be taken concurrently).*

This course covers activities, analysis, strategies, and decision making in the context of the environment of marketing and other business functions. Topics include: integration of product, price, promotion, and distribution activities; research and analysis of markets, environments, competition, and customers; market segmentation and selection of target markets; and emphasis on behavior and perspectives of consumer and organizational customers. The course also covers planning and decision making for products and services in profit and nonprofit, domestic and global settings.

(3 contact hours)

BUSM 2520 Marketing of Services**3 Credits***Prerequisite: BUSM 2500 or permission of instructor.*

This specialized course focuses on the fundamental differences inherent in marketing and leadership in service enterprises and departments, both for profit and not-for-profit. The course places emphasis on strategic planning needed for competitive advantage. Content includes exemplary service enterprises, managing service quality perception, the service process, leadership essentials in services, internal marketing, marketing communications, service marketing planning, and audits. Students have the option of developing materials for their enterprises.

(3 contact hours)

BUSM 2530 Advertising**(TAG) 3 Credits***Prerequisite: BUSM 2500.*

This specialized course focuses on advertising as a strategic element in the marketing of goods, services and ideas. Using research-based criteria, students will develop the ability to recognize outstanding advertising and to prepare an advertising campaign plan. Course content includes integrated marketing communications, media selection, creating advertisements, effectiveness, copy writing, headline writing, direct marketing, local advertising, publicity, sales promotion, and organizational structure.
(3 contact hours)

BUSM 2550 Direct and Internet Marketing**3 Credits***Prerequisite: BUSM 2500 or permission of instructor.*

This specialized course focuses on the fundamentals of the rapidly expanding area of integrated direct marketing, which combines marketing communications, database marketing, Internet marketing, and distribution. Course content includes targeting, lists, databases, direct mail, Internet, telemarketing, direct response mass media, offers, creating advertisements, fulfillment, and testing and measuring effectiveness.
(3 contact hours)

BUSM 2650 New Venture Creation**3 Credits***Prerequisite: BUSM 1640, FINN 1300 (can be taken concurrently).*

This course builds on the introduction to entrepreneurship and entrepreneurial management courses. It provides students an opportunity to observe small businesses, analyze small business successes and failures, and then prepare and present a complete business plan for a new venture.
(3 contact hours)

BUSM 2700 Management Philosophy and Practice**3 Credits***Prerequisite: BUSM 2000, BUSM 2400, 45 semester credits including 15 credits in BUSM courses.*

This capstone course for management majors is designed to help students synthesize their knowledge and experience from previous Lakeland business management courses with real-world work experiences. This course prepares students with additional skills and a clear approach to the way they will manage in the future through readings and discussion of current periodicals, Lakeland's annual Management Lecture Series (which is part of the course), case studies, and formal project presentations.
(3 contact hours)

BUSM 2800 Business Co-op Experience**1-4 Credits***Prerequisite: BUSM 1300, completion of at least 12 other credits, concurrent enrollment in at least one other course, minimum 2.5 GPA, approval of experiential education coordinator.*

In this specialized cooperative course, students gain real life work experience and earn wages under the guidance of a faculty member and company supervisor. Currently employed students may qualify at their existing job; others may apply for employment from a list of local organizations offering cooperative work positions. College level co-op work experience requires developing new program-related skills, not simply performing tasks for which the student is already qualified. Under state guidelines, students may register for 1 credit for each unit of 180 hours of employment during the semester. Students may repeat this course until they accumulate 9 credits. NOTE: Students may apply a maximum of 9 credits in cooperative work experience, or in any combination of cooperative work experience, field experience, and/or practicum to an associate degree program.

BUSM 2900 Special Topics in Business**1-3 Credits***Prerequisite: BUSM 1300.*

These specialized courses provide in-depth examination of business-related topics not covered in detail elsewhere in the curriculum.
(1-3 contact hours)

Associate of Arts Degree in Business (9010)

Associate of Arts Degree

The Associate of Arts in Business is pursued by students who plan to transfer to a four-year college or university with the goal of completing a bachelor's degree in business. The Associate of Arts in Business is intended to provide students with the courses that typically comprise the first two years of a four-year degree in business. This degree includes courses that meet general education requirements and courses in accounting, business communication, business law, economics, marketing and management that are foundational business courses.

Students who complete this degree will also complete the Ohio Transfer 36. Students who have determined the institution where they will transfer are encouraged to contact that institution as early as possible in their academic program to ensure that they are taking the most appropriate courses for that institution.

Course	Title	Credit Hours
First Semester		
ACCT 1100	Introduction to Financial Accounting	4
BUSM 1300	Introduction to Business	3
ENGL 1110 or ENGL 1111	English Composition I (A) ¹ or English Composition I (B)	3
FYEX 1000	First Year Experience	1
MATH 1650	College Algebra	4
Credit Hours		15
Second Semester		
ACCT 1200	Introduction to Managerial Accounting	3
BUSM 2000	Principles of Management	3
ECON 2600	Principles of Microeconomics	3
ENGL 1120	English Composition II	3
MATH 2400	Calculus for Business, Social, and Life Sciences	5
Credit Hours		17
Third Semester		
BUSM 2400	Business Communication	3
BUSM 2500	Principles of Marketing	3
MATH 2130	Business Statistics	4
Select course(s) from the Arts and Humanities Electives list		3
Select course(s) from the Natural Sciences list.		3
Credit Hours		16
Fourth Semester		
BUSM 2100	Business Law I	3
ECON 2500	Principles of Macroeconomics	3
Select course(s) from the Arts and Humanities Electives list.		3
Select course(s) from the Natural Sciences Electives list.		3
Select course(s) from the Social and Behavioral Sciences Electives list.		3
Credit Hours		15
Total Credit Hours		63

¹ English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

Arts and Humanities/Social and Behavioral Sciences

Course	Title	Credit Hours
Arts and Humanities		

Students must complete at least 6 credits from within the following list of courses. These credits must be earned from at least TWO discipline areas within the list.

Arts:		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
Humanities:		
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
HUMX 1300	Human Issues: Choices in a Contemporary Society	3
Interdisciplinary Studies:		
IDST 2400	The Spanish Speaking World	3
Literature:		
ENGL 2210	Introduction to Fiction	3
ENGL 2220	Introduction to Poetry	3
ENGL 2225	Graphic Fiction and Narrative	3
ENGL 2230	Introduction to Drama	3
ENGL 2235	Contemporary Global Fiction	3
ENGL 2240	Children's Literature	3
ENGL 2245	Science Fiction	3
ENGL 2248	Literature by Women	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2263	American Cinema	3
ENGL 2270	Literature of Contemporary Global Conflict	3
ENGL 2275	Multicultural Literary Studies	3
ENGL 2276	African American Literature	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
ENGL 2296	Fantasy	3
Music:		
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
Philosophy:		
PHIL 1300	Thinking Critically	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHIL 2600	Logic	3
PHIL 2700	Ethics	3
Photography:		
PHOT 1000	History of Photography	3
Social and Behavioral Sciences		
Select a minimum of 3 credits from the following list.		
Geography:		
GEOG 1500	Introduction to Geography	3
GEOG 1600	World Regional Geography	3
GEOG 1800	Geography of US and Canada	3
History:		
HIST 1150	Western Civilization I: Antiquity Through the Reformation	3
HIST 1250	Western Civilization II: Age of Revolution Through the Present	3
HIST 1450	World Civilization I: The Ancient and Medieval World	3
HIST 1550	World Civilization II: The Modern World	3

HIST 2150	U.S. History: Colonization Through Reconstruction	3
HIST 2250	U.S. History: Reconstruction to the Present	3
HIST 2450	Women in U.S. History	2
HIST 2600	Ohio History	3
HIST 2700	Vietnam Era and Its Legacy	3
Interdisciplinary Studies:		
IDST 1200	Introduction to Women's Studies	3
Political Science:		
POLS 1300	U.S. National Government	3
POLS 2100	State and Local Government	3
POLS 2200	Introduction to International Relations	3
POLS 2300	Introduction to Comparative Politics	3
POLS 2400	Women and Politics	3
POLS 2500	Modern Political Ideologies	3
Psychology:		
PSYC 1400	Human Sexuality	3
PSYC 1500	Introduction to Psychology	3
PSYC 1700	Psychology of Gender	3
PSYC 2300	Personality Theory	3
PSYC 2400	Child Psychology	3
PSYC 2500	Adolescent Psychology	3
PSYC 2600	Adult Development and Aging	3
PSYC 2700	Abnormal Psychology	3
PSYC 2800	Social Psychology	3
Sociology:		
SOCY 1150	Principles of Sociology	3
SOCY 1190	Chemical Dependency and Society	3
SOCY 2000	Race and Ethnic Relations in the U.S.	3
SOCY 2250	Introduction to Social Work	3
SOCY 2260	Sociology of the Family	3
SOCY 2270	Sociology of Aging	3
SOCY 2280	Social Problems	3
SOCY 2290	Deviance in American Society	3
Urban Studies:		
URST 2000	Introduction to Urban Studies	3

Natural Sciences

Course	Title	Credit Hours
Select at least TWO courses from the following list, and ONE course must be a lab course.		
Biology:		
BIOL 1010	Introductory Biology: Cells, Genetics, and Evolution ¹	3
BIOL 1020	Introductory Biology: Organismic Biology and Ecology ¹	3
BIOL 1030	Environmental Issues and Solutions ¹	3
BIOL 1140	Human Biology ¹	3
BIOL 1150	Plant Biology	4
BIOL 1160	Animal Biology	4
BIOL 1170	Ecology and Environmental Biology	4
BIOL 1190	Introduction to Evolutionary Biology	4
BIOL 1510	Principles of Biology I	4
BIOL 1520	Principles of Biology II	4
BIOL 2210	Anatomy and Physiology I	4
BIOL 2220	Anatomy and Physiology II	4
BIOL 2700	Microbiology	4

Chemistry:		
CHEM 1050	Chemistry in the Everyday World	3
CHEM 1100	Elementary Chemistry	4
CHEM 1150	Introduction to Organic Chemistry	4
CHEM 1500	General Chemistry I	5
CHEM 1600	General Chemistry II	5
CHEM 2000	Quantitative Analysis	5
CHEM 2500	Organic Chemistry I	5
CHEM 2600	Organic Chemistry II	5
Geography:		
GEOG 1550	Physical and Environmental Geography	3
Geology:		
GEOL 1100	Introduction to Physical Geology	4
GEOL 1200	Introductory Historical Geology	4
GEOL 1300	Introduction to Stream System Analyses	3
Physical Science:		
PSCI 1300	Earth Science	3
PSCI 1400	Introduction to Meteorology	3
Physics:		
PHYS 1500	Astronomy ¹	4
PHYS 1550	Everyday Physics ¹	3
PHYS 1610	General Physics I	5
PHYS 1620	General Physics II	5
PHYS 2410	Science and Engineering Physics I	5
PHYS 2420	Science and Engineering Physics II	5

¹ BIOL 1010 Introductory Biology: Cells, Genetics, and Evolution, BIOL 1020 Introductory Biology: Organismic Biology and Ecology, BIOL 1030 Environmental Issues and Solutions, BIOL 1140 Human Biology, PHYS 1500 Astronomy and PHYS 1550 Everyday Physics are not lab courses.

Students should consult with a counselor to select electives that will support their educational objectives.

Some four-year institutions require a diversity course. Students who need a diversity course should consult with a counselor to select an Arts and Humanities or Social and Behavioral Science elective that will meet this requirement.













Some four-year business programs may be competitive and admission into the program is not guaranteed. Student should check with individual institutions for their program admission requirements.

Some four-year institutions require additional general education courses outside of the Ohio Transfer 36 and students may be required to take these courses in their junior or senior year.

Business Information Management Concentration (9222)


Associate of Applied Business Degree

NOTE: Students planning to transfer to a four-year college are encouraged to take ENGL 1120 English Composition II in addition to the following requirements.

Course	Title	Credit Hours
First Semester		
BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1110 or ENGL 1111	English Composition I (A) ¹ or English Composition I (B)	3
FYEX 1000	First Year Experience	1
ITIS 1005 or ITIS 1007	Computer Essentials  or Principles of Information Technology and Computer Science	3
MATH 1040	Applied Business Mathematics ²	2
Credit Hours		15
Second Semester		
BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management 	3
ECON 2600	Principles of Microeconomics	3
ITCS 1010	Programming Logic 	3
ITON 1070	Operating Systems: Skills and Techniques 	1
MATH 1050	Mathematics of Finance ²	2
Credit Hours		15
Third Semester		
BUSM 2300 or BUSM 2500	Human Resource Management  or Principles of Marketing	3
BUSM 2400	Business Communication	3
ITIS 1102	Internet: Services, Tools, and Web Page Design 	3
ITDB 1401	SQL Programming and Database Design 	3
ITIS 1520	Microsoft Office Excel: Skills and Techniques 	3
ITON 1205	Network+ and Networking Essentials 	2
Credit Hours		17
Fourth Semester		
ACCT 1100	Introduction to Financial Accounting	4
BUSM 2700	Management Philosophy and Practice 	3
ITCS 1870	Python Programming I 	3
ITIS 2015	Information Technology Project Management 	3
Select course(s) from the Arts and Humanities Electives list		3
Credit Hours		16
Total Credit Hours		63

¹ English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

² Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor.

 This course is designated as a technical course in the program. Students must earn a "C" grade or higher in the course to fulfill the college's graduation requirements policy.

Electives

Course	Title	Credit Hours
Arts and Humanities Electives		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHOT 1000	History of Photography	3

Entrepreneurship Concentration (9215)

Associate of Applied Business Degree

This concentration prepares students who plan to start and/or operate their own business. Core courses include coverage of all of the business functions that an owner/manager would be expected to understand while addressing entrepreneurship, small business management, small business finance, and the creation of the new venture.

NOTE: Students planning to transfer to a four-year college are encouraged to take ENGL 1120 English Composition II in addition to the following requirements.

Course	Title	Credit Hours
First Semester		
ACCT 1100	Introduction to Financial Accounting	4
BUSM 1300	Introduction to Business	3
BUSM 1620	Introduction to Entrepreneurship	3
ENGL 1110 or ENGL 1111	English Composition I (A) ¹ or English Composition I (B)	3
FYEX 1000	First Year Experience	1
MATH 1040	Applied Business Mathematics ²	2
ITIS 1000 or ITIS 1005	Basic Computer Skills ³ or Computer Essentials	1
Credit Hours		17
Second Semester		
ACCT 1270 or ACCT 1200	Financial Analysis Using Spreadsheets ⁴ or Introduction to Managerial Accounting	3
BUSM 1330	Business Ethics	3
BUSM 1640	Entrepreneurial Management	3
COMM 1000	Effective Public Speaking	3
MATH 1050	Mathematics of Finance ²	2
Credit Hours		14
Third Semester		
BUSM 2000	Principles of Management	3
BUSM 2400	Business Communication	3
BUSM 2500	Principles of Marketing	3
ECON 2600	Principles of Microeconomics	3
FINN 1300	Financial Management for the Small Business	3
Credit Hours		15
Fourth Semester		
BUSM 2100	Business Law I	3
BUSM 2300	Human Resource Management	3
BUSM 2650	New Venture Creation	3
BUSM 2700	Management Philosophy and Practice	3
Select course(s) from the Arts and Humanities Electives list		3
Credit Hours		15
Total Credit Hours		61


¹ English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

² Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor.

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3 Students may substitute ITIS 1005 Computer Essentials. This 3 credit course may be required for students transferring to a four-year college.

4 Students planning to transfer to a four-year college should take a sequence of accounting courses as advised by their counselor.

 This course is designated as a technical course in the program. Students must earn a "C" grade or higher in the course to fulfill the college's graduation requirements policy.

Electives










Course	Title	Credit Hours
Arts and Humanities Electives		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHOT 1000	History of Photography	3

General Management Concentration (9224)

Associate of Applied Business Degree

This concentration prepares students to be a generalist in the management field and is the most versatile option in terms of the students' selection of courses to meet individual or organizational needs. Core courses include coverage of all of the business functions which a manager would be expected to understand, and a wide variety of elective courses which enable students to select topics of particular relevance to them or their employers.

NOTE: Students planning to transfer to a four-year college are encouraged to take ENGL 1120 English Composition II in addition to the following requirements.

Course	Title	Credit Hours
First Semester		
ACCT 1100	Introduction to Financial Accounting	4
BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1110 or ENGL 1111	English Composition I (A) ¹ or English Composition I (B)	3
FYEX 1000	First Year Experience	1
ITIS 1000 or ITIS 1005	Basic Computer Skills ² or Computer Essentials	1
MATH 1040	Applied Business Mathematics ³	2
Credit Hours		17
Second Semester		
BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management 	3
BUSM 2500	Principles of Marketing 	3
ECON 2600	Principles of Microeconomics	3
MATH 1050	Mathematics of Finance ³	2
Credit Hours		14
Third Semester		
BUSM 1500	International Business in a Global Environment 	3
BUSM 2100	Business Law I 	3
BUSM 2300	Human Resource Management 	3
BUSM 2400	Business Communication	3
Select course(s) from the Technical Electives list 		3
Credit Hours		15
Fourth Semester		
ACCT 1270 or ACCT 1200	Financial Analysis Using Spreadsheets  ⁴ or Introduction to Managerial Accounting	3
BUSM 2700	Management Philosophy and Practice 	3
Select course(s) from the Arts and Humanities Electives list		3
Select course(s) from the Technical Electives list 		6
Credit Hours		15
Total Credit Hours		61


¹ English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

² Students may substitute ITIS 1005 Computer Essentials. This 3 credit course may be required for students transferring to a four-year college

















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3 Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor

4 Students planning to transfer to a four-year college should take a sequence of accounting courses as advised by their counselor.

 This course is designated as a technical course in the program. Students must earn a "C" grade or higher in the course to fulfill the college's graduation requirements policy.

Electives

Course	Title	Credit Hours
Technical Electives		
BUSM 1620	Introduction to Entrepreneurship 	3
BUSM 1640	Entrepreneurial Management 	3
BUSM 1700	Principles of E-Business 	3
BUSM 2150	Business Law II 	3
BUSM 2250	Leadership Development 	3
BUSM 2330	Employment Practices 	3
BUSM 2350	Labor-Management Relations 	3
BUSM 2370	Compensation and Benefits 	3
BUSM 2380	Training Skills and Techniques 	3
BUSM 2520	Marketing of Services 	3
BUSM 2530	Advertising 	3
BUSM 2550	Direct and Internet Marketing 	3
REST 1100	Real Estate Principles and Practices 	3
REST 1200	Real Estate Finance 	2
REST 1300	Real Estate Law 	3
REST 1400	Real Estate Appraisal 	2
Arts and Humanities Electives		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHOT 1000	History of Photography	3

Human Resources Management Concentration (9225)

Associate of Applied Business Degree

This concentration provides students with the knowledge and skills necessary to effectively manage the human resource aspects of a business. Courses address the overall management and planning of staffing requirements, training and development, compensation and benefits, labor management relations, and related topics.

NOTE: Students planning to transfer to a four-year college are encouraged to take ENGL 1120 English Composition II in addition to the following requirements.

Course	Title	Credit Hours
First Semester		
ACCT 1100	Introduction to Financial Accounting	4
BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1110 or ENGL 1111	English Composition I (A) ¹ or English Composition I (B)	3
FYEX 1000	First Year Experience	1
ITIS 1000 or ITIS 1005	Basic Computer Skills ² or Computer Essentials	1
MATH 1040	Applied Business Mathematics ³	2
Credit Hours		17
Second Semester		
BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management	3
BUSM 2300	Human Resource Management	3
ECON 2600	Principles of Microeconomics	3
MATH 1050	Mathematics of Finance ³	2
Credit Hours		14
Third Semester		
BUSM 2100	Business Law I	3
BUSM 2330	Employment Practices	3
BUSM 2380	Training Skills and Techniques	3
BUSM 2400	Business Communication	3
BUSM 2500	Principles of Marketing	3
Credit Hours		15
Fourth Semester		
ACCT 1270 or ACCT 1200	Financial Analysis Using Spreadsheets ⁴ or Introduction to Managerial Accounting	3
BUSM 2350	Labor-Management Relations	3
BUSM 2370	Compensation and Benefits	3
BUSM 2700	Management Philosophy and Practice	3
Select course(s) from the Arts and Humanities Electives list		3
Credit Hours		15
Total Credit Hours		61


¹ English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

² Students may substitute ITIS 1005 Computer Essentials. This 3 credit course may be required for students transferring to a four-year college.

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3 Students may substitute ITIS 1005 Computer Essentials. This 3 credit course may be required for students transferring to a four-year college.

4 Students planning to transfer to a four-year college should take a sequence of accounting courses as advised by their counselor.

 This course is designated as a technical course in the program. Students must earn a "C" grade or higher in the course to fulfill the college's graduation requirements policy.

Electives











Course	Title	Credit Hours
Arts and Humanities Electives		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHOT 1000	History of Photography	3

Marketing Concentration (9227)

Associate of Applied Business Degree

This concentration prepares students for management or leadership roles in the field of marketing. It enables students to select from a number of relevant courses including advertising, sales, research, and marketing technology.

NOTE: Students planning to transfer to a four-year college are encouraged to take ENGL 1120 English Composition II in addition to the following requirements.


Course	Title	Credit Hours
First Semester		
ACCT 1100	Introduction to Financial Accounting	4
BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1110 or ENGL 1111	English Composition I (A) ¹ or English Composition I (B)	3
FYEX 1000	First Year Experience	1
ITIS 1000 or ITIS 1005	Basic Computer Skills ² or Computer Essentials	1
MATH 1040	Applied Business Mathematics ³	2
Credit Hours		17
Second Semester		
BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management 	3
BUSM 2500	Principles of Marketing 	3
ECON 2600	Principles of Microeconomics	3
MATH 1050	Mathematics of Finance ³	2
Credit Hours		14
Third Semester		
BUSM 1400	Professional Personal Selling 	3
BUSM 1700	Principles of E-Business 	3
BUSM 2100	Business Law I 	3
BUSM 2400	Business Communication	3
BUSM 2520	Marketing of Services 	3
BUSM 2530	Advertising 	3
Credit Hours		18
Fourth Semester		
ACCT 1270 or ACCT 1200	Financial Analysis Using Spreadsheets  ⁴ or Introduction to Managerial Accounting	3
BUSM 2550	Direct and Internet Marketing 	3
BUSM 2700	Management Philosophy and Practice 	3
Select course(s) from the Arts and Humanities Electives list		3
Credit Hours		12
Total Credit Hours		61

¹ English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

² Students may substitute ITIS 1005 Computer Essentials. This 3 credit course may be required for students transferring to a four-year college.

³ Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor

⁴ Students planning to transfer to a four-year college should take a sequence of accounting courses as advised by their counselor.

-  This course is designated as a technical course in the program. Students must earn a "C" grade or higher in the course to fulfill the college's graduation requirements policy.

Electives

Course	Title	Credit Hours
Arts and Humanities Electives		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHOT 1000	History of Photography	3

Culinary Arts Technology (9730)

Associate of Technical Studies Degree

The culinary arts technology program consists of culinary technical core courses and general education basic and related courses. The degree program is operated jointly by Lakeland and the International Culinary Arts and Sciences Institute (ICASI).

Students who successfully complete the ICASI Culinary Arts Program required courses and receive the ICASI Culinary Arts Advanced Techniques Diploma are awarded 30 semester credit hours which can be applied towards an Associate of Technical Studies (ATS) degree in Culinary Arts technology. The ATS degree requires that the students complete a minimum of 30 additional credit hours in prescribed general education, basic and related core courses at Lakeland.

Culinary Arts required courses are delivered by ICASI in Chesterland, Ohio, and the tuition, fees, and payment and refund schedules are determined by ICASI. General education, basic and related course requirements are delivered by Lakeland Community College. Tuition, fees, and payment and refund schedules for Lakeland courses are set by the college.

ICASI Required Courses

Course	Title	Credit Hours
CA 1100	Culinary Arts Basic Techniques 1	
CA 1200	Culinary Arts Basic Techniques 2	
CA 2100	Culinary Arts Advance Techniques 1	
CA 2200	Culinary Arts Advanced Techniques 2	
CA 2300	Baking and Pastry Techniques	
LS 1100	Sanitation	
LS 2100	Nutrition and Healthy Cooking	
LS 2200	Food Service Management 1	
LS 2300	Food Service Management 2	
CA 2400	ICASI Student Cafe	
CA 2500	Culinary Arts Externship	
Total Credit Hours		30

Lakeland General/Basic/Related Courses

Course	Title	Credit Hours
ACCT 1100	Introduction to Financial Accounting	4
BUSM 1800	Essentials of Management and Supervision	3
COMM 1100	Effective Interpersonal Communications	3
ECON 1150	Basic Economics	3
ENGL 1110	English Composition I (A) ¹	3
or ENGL 1111	English Composition I (B)	
ENGL 1120	English Composition II	3
FYEX 1000	First Year Experience	1
HLTH 1300	Nutrition and Family Health	2
MATH 1600	Survey of College Mathematics	3
Select course(s) from the Arts and Humanities Electives list		3
Select course(s) from related electives list		3
Total Credit Hours		31

¹ English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

Electives

Course	Title	Credit Hours
Arts and Humanities Electives		
ARTS 1120	Art Appreciation	3

ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
Related Electives		
BUSM 1300	Introduction to Business	3
BUSM 1330	Business Ethics	3
BUSM 1400	Professional Personal Selling	3
BUSM 2100	Business Law I	3
ITIS 1005	Computer Essentials	3

Business Information Management Certificate (2221)

Required

Course	Title	Credit Hours
BUSM 1300	Introduction to Business	3
BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management	3
ITCS 1010	Programming Logic	3
ITIS 1005	Computer Essentials	3
or ITIS 1007	Principles of Information Technology and Computer Science	
ITON 1070	Operating Systems: Skills and Techniques	1
Select course(s) from the Electives list		9
Total Credit Hours		25

Electives

Course	Title	Credit Hours
ACCT 1100	Introduction to Financial Accounting	4
BUSM 2300	Human Resource Management	3
or BUSM 2500	Principles of Marketing	
ITCS 1105	Web Programming I	3
ITDB 1400	Introduction to SQL	2
ITDB 1405	Oracle PL/SQL Programming	2
ITIS 1520	Microsoft Office Excel: Skills and Techniques	3
ITIS 2015	Information Technology Project Management	3
ITON 1205	Network+ and Networking Essentials	2

Business Management Certificate (2201)

This certificate is designed for students who are or want to be in management or leadership positions in any type of formal organization setting. Students will learn the concepts and practice of planning, organization theory, leadership, communication, and control processes applied to all types of resources, products, and services.

Required

Course	Title	Credit Hours
BUSM 1300	Introduction to Business	3
BUSM 1330	Business Ethics	3
BUSM 1500	International Business in a Global Environment	3
BUSM 2000	Principles of Management	3
BUSM 2100	Business Law I	3
BUSM 2300	Human Resource Management	3
Select course(s) from the Electives list		6-7
Total Credit Hours		24-25

Electives

Course	Title	Credit Hours
ACCT 1100	Introduction to Financial Accounting	4
BUSM 2250	Leadership Development	3
BUSM 2330	Employment Practices	3
BUSM 2350	Labor-Management Relations	3
BUSM 2380	Training Skills and Techniques	3
BUSM 2500	Principles of Marketing	3
ECON 2600	Principles of Microeconomics	3

E-Business Certificate (2202)

This certificate is designed for students who are working or who want to work in the field of e-business. Courses include all principles of e-business management including legal, marketing, and management.

Required

Course	Title	Credit Hours
BUSM 1300	Introduction to Business	3
BUSM 1330	Business Ethics	3
BUSM 1700	Principles of E-Business	3
BUSM 2500	Principles of Marketing	3
BUSM 2550	Direct and Internet Marketing	3
ECON 2600	Principles of Microeconomics	3
ITIS 1005	Computer Essentials	3
Select course(s) from the Electives List		3-4
Total Credit Hours		24-25

Electives

Course	Title	Credit Hours
ACCT 1100	Introduction to Financial Accounting	4
BUSM 2000	Principles of Management	3
BUSM 2300	Human Resource Management	3
BUSM 2520	Marketing of Services	3
BUSM 2530	Advertising	3

Entrepreneurship Certificate (2291)

This certificate is designed for students who plan to start and operate their own business or who are already managing in a small business. Courses address all aspects of small business operations, including the legal, financial, marketing, and human resource issues which face the entrepreneur.

Required

Course	Title	Credit Hours
BUSM 1300	Introduction to Business	3
BUSM 1620	Introduction to Entrepreneurship	3
BUSM 1640	Entrepreneurial Management	3
BUSM 2100	Business Law I	3
BUSM 2300	Human Resource Management	3
BUSM 2500	Principles of Marketing	3
BUSM 2650	New Venture Creation	3
ECON 2600	Principles of Microeconomics	3
FINN 1300	Financial Management for the Small Business	3
Total Credit Hours		27

Human Resources Management Certificate (2251)

This certificate is designed for students who intend to work in the human resource field. It develops the skills and knowledge required to plan for, acquire, train, evaluate, determine compensation and benefits, and manage performance for the human resources of an organization.

Required

Course	Title	Credit Hours
BUSM 1300	Introduction to Business	3
BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management	3
BUSM 2100	Business Law I	3
BUSM 2300	Human Resource Management	3
BUSM 2330	Employment Practices	3
BUSM 2350	Labor-Management Relations	3
BUSM 2370	Compensation and Benefits	3
BUSM 2380	Training Skills and Techniques	3
Total Credit Hours		27

Leadership Certificate (2262)

This certificate provides students with the skills to become leaders in their career, personal, and public lives. Students will study the concepts of ethical leadership and management with a strong focus on communication skills.

Required

Course	Title	Credit Hours
BUSM 1300	Introduction to Business	3
BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management	3
BUSM 2250	Leadership Development	3
BUSM 2300	Human Resource Management	3
BUSM 2380	Training Skills and Techniques	3
BUSM 2400	Business Communication	3
COMM 1000	Effective Public Speaking	3
ENGL 1110 or ENGL 1111	English Composition I (A) ¹ English Composition I (B)	3
Total Credit Hours		27

¹ English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the certificate).

Marketing Certificate (2271)

This certificate is designed to prepare students to manage or work within organizational units related to the field of marketing. Students will study a wide range of subjects including those within the growing fields of direct and Internet marketing, marketing of services, advertising, and others.

Required

Course	Title	Credit Hours
BUSM 1300	Introduction to Business	3
BUSM 1330	Business Ethics	3
BUSM 1400	Professional Personal Selling	3
BUSM 1700	Principles of E-Business	3
BUSM 2500	Principles of Marketing	3
BUSM 2520	Marketing of Services	3
or BUSM 2550	Direct and Internet Marketing	3
BUSM 2530	Advertising	3
ECON 2600	Principles of Microeconomics	3
Select course(s) from the Electives list		3-4
Total Credit Hours		27-28

Electives

Course	Title	Credit Hours
ACCT 1100	Introduction to Financial Accounting	4
BUSM 2000	Principles of Management	3

Office Communications Certificate (2610)

Course	Title	Credit Hours
First Semester		
BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1110 or ENGL 1111	English Composition I (A) ¹ or English Composition I (B)	3
ITIS 1000 or ITIS 1005	Basic Computer Skills or Computer Essentials	1-3
MATH 1040	Applied Business Mathematics	2
Credit Hours		12-14
Second Semester		
BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management	3
BUSM 2300	Human Resource Management	3
BUSM 2400	Business Communication	3
Credit Hours		12
Total Credit Hours		24-26

¹ English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the certificate).

Ohio Real Estate Broker Certificate (2280)

This certificate is designed for students who already have the equivalent of two years of post-secondary education or the equivalent of 60 semester hours, who meet the experience requirements of the Ohio Division of Real Estate, but lack course work in financial management, human resources, applied business economics, and business law.

Required

Course	Title	Credit Hours
BUSM 1300	Introduction to Business	3
BUSM 2100	Business Law I	3
BUSM 2300	Human Resource Management	3
ECON 1150 or ECON 2500 or ECON 2600	Basic Economics Principles of Macroeconomics Principles of Microeconomics	3
REST 1100	Real Estate Principles and Practices	3
REST 1200	Real Estate Finance	2
REST 1300	Real Estate Law	3
REST 1400	Real Estate Appraisal	2
FINN 1300 or FINN 1500	Financial Management for the Small Business Applied Finance	3
Total Credit Hours		25

Ohio Real Estate Salesperson Certificate (2072)

Real estate salespersons help clients buy, sell, and rent properties. According to the Bureau of Labor Statistics Occupational Outlook Handbook, (www.bls.gov (<https://www.bls.gov/>)), employment of real estate sales agents is expected to grow by 11% from 2012 to 2022. Courses within the certificate are required by the Ohio Department of Commerce - Division of Real Estate and Professional Licensing to be taken before sitting for the real estate salespersons examination. Students earning this certificate will have completed the education requirements necessary to sit for the Ohio Real Estate Salesperson Exam.

Required

Course	Title	Credit Hours
REST 1100	Real Estate Principles and Practices	3
REST 1200	Real Estate Finance	2
REST 1300	Real Estate Law	3
REST 1400	Real Estate Appraisal	2
Total Credit Hours		10