

Lakeland

COMMUNITY COLLEGE

Business

PROGRAM GUIDE

Associate of Applied Business
Business Management
Concentrations & Certificates

Associate of Arts in Business

AVAILABLE DEGREES

Associate of Applied Business Concentrations & Certificates

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

Associate of Arts in Business

 Opportunity
starts **HERE**

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Associate of Applied Business Business Management Concentrations & Certificates



Management is a universal concept used by small businesses to large corporations, nonprofits and government organizations.

An Associate of Applied Business degree or certificate in business management prepares students to assume a leadership role within any organization.

Career Opportunities

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. Graduates can look forward to rewarding and exciting careers in large or small organizations.

Depending on the area of concentration or personal experience, management career opportunities are available in a myriad of sectors including: healthcare, government, nonprofit, financial, advertising, marketing, industrial, real estate, purchasing, computer information systems, entrepreneurship and many more.

The Lakeland Advantage

- The Associate of Applied Business degree in General Management may be earned entirely online.
- Advisory committees of employers and professionals in business and industry ensure that Lakeland's business programs are up-to-date with the ever-changing employment market.
- Business students can join many clubs and organizations on campus to expand and apply their knowledge.

Lakeland's Program

Lakeland prepares students for a career in business by developing skills demanded by employers including: oral and written communication skills, effective problem solving and decision-making skills, the ability to accomplish goals in a team environment, and leadership skills. Students start courses with basic requirements and thereafter move into a specialized area or choose a generalized field of management.

Areas of concentration include:

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

Lakeland offers 10 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













For more information

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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
ITDB 1400	Introduction to SQL 	2
ITIS 1102	Internet, Services, Tools 	3
ITIS 1520	Microsoft Office Excel: Skills and Techniques 	3
ITON 1205	Network+ and Networking Essentials 	2
	Credit Hours	16
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	62

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.

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

- 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
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.

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

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 or ITIS 1007	Computer Essentials Principles of Information Technology and Computer Science	3
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 or BUSM 2500	Human Resource Management Principles of Marketing	3
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

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please view this program's Gainful Employment information (<https://lkn.lakelandcc.edu/go/ge/?g=2221>).

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

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please view this program's Gainful Employment information (<https://lkn.lakelandcc.edu/go/ge/?g=2201>).

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
BUSM 2560	International Marketing	3

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please view this program's Gainful Employment information (<https://lkn.lakelandcc.edu/go/ge/?g=2202>).

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

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please view this program's Gainful Employment information (<https://lkn.lakelandcc.edu/go/ge/?g=2291>).

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

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please view this program's Gainful Employment information (<https://lkn.lakelandcc.edu/go/ge/?g=2251>).

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).

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please view this program's Gainful Employment information (<https://lkn.lakelandcc.edu/go/ge/?g=2262>).

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 or BUSM 2550 or BUSM 2560	Marketing of Services Direct and Internet Marketing International 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

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please view this program's Gainful Employment information (<https://lkn.lakelandcc.edu/go/ge/?g=2271>).

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).

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please view this program's Gainful Employment information (<https://lkn.lakelandcc.edu/go/ge/?g=2610>).

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 percent 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

Associate of Arts in Business



Students who want to earn a Bachelor of Arts degree often begin with an associate degree before transferring to a four-year college or university, saving both time and money!

The requirements for the Associate of Arts degrees satisfy all requirements for what is known as the Ohio Transfer Module (OTM). The OTM consists of credit hours in general education English, mathematics, arts and humanities, social science, and natural science courses. These courses are guaranteed to transfer to state colleges and universities in Ohio.

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 Module. 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.

Transfer Center

If you are planning to transfer to a four-year college or university after attending Lakeland, Lakeland's Transfer Center (Room A-1040b) is your resource for:

- Four-year college and university research including catalogs, majors, applications and recruiter appointments.
- Ohio Transfer Module.
- Course articulation information.
- Career interest inventories.

Holden University Center

The Holden University Center of Lakeland Community College allows students to earn bachelor's or graduate degrees from one of the partnering colleges or universities while staying close to home. Partner institutions offer more than a dozen degree programs. Visit lakelandcc.edu/uc.

For more information

1.800.589.8520 • lakelandcc.edu/busmgmt
Business Management Department Chair
Connie Golden, Professor
440.525.7340 • cgolden@lakelandcc.edu



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 Module. 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 2100	Business Law I	3
BUSM 2400	Business Communication	3
BUSM 2500	Principles of Marketing	3
MATH 2130	Business Statistics I	3
	Select course(s) from the Arts and Humanities Electives list	3
	Select course(s) from the Natural Sciences list.	3
	Credit Hours	18
Fourth Semester		
ECON 2500	Principles of Macroeconomics	3
MATH 2135	Business Statistics II	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	65

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

GEOG 2000	Economic Geography	3
GEOG 2500	World Cultural Geography	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 1100	Conceptual Physical Science	4
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

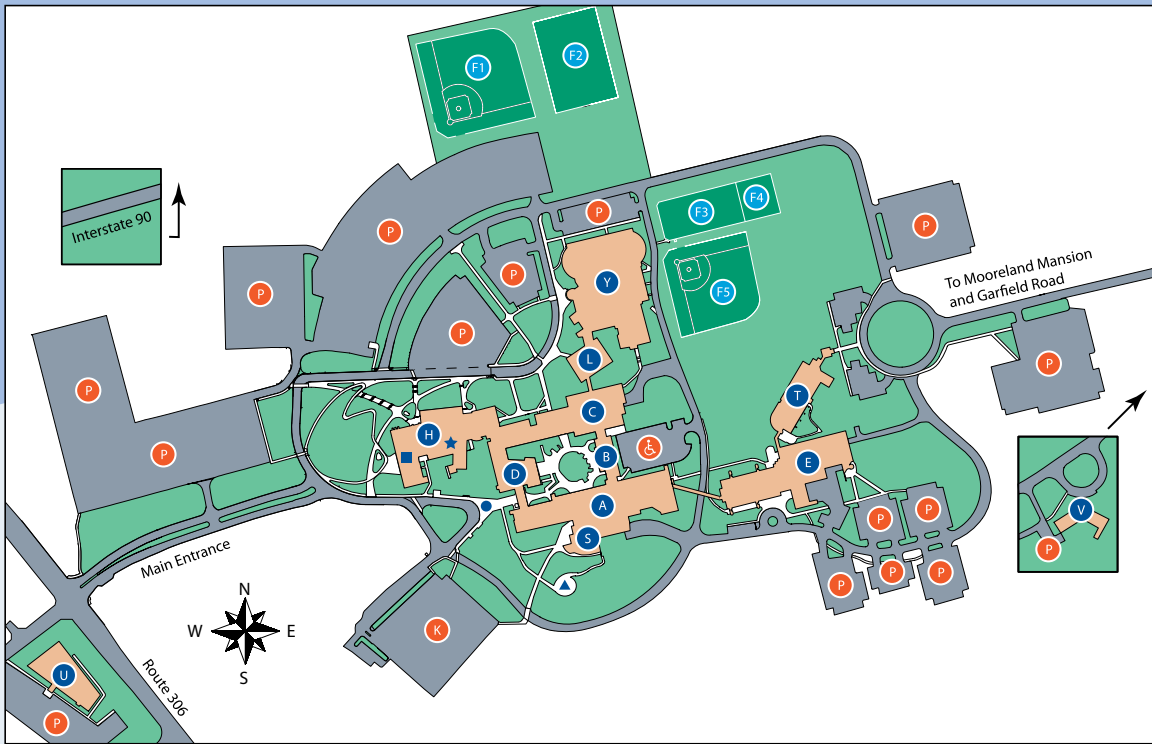
¹ BIOL 1010 Introductory Biology: Cells, Genetics, and Evolution, BIOL 1020 Introductory Biology: Organismic Biology and Ecology, BIOL 1030 Environmental Issues and Solutions, BIOL 1140 Human Biology, PHYS 1500 Astronomy and PHYS 1550 Everyday Physics are not lab courses.

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 Module and students may be required to take these courses in their junior or senior year.



CAMPUS MAP

A A-Building
B B-Building
C C-Building
D D-Building
E E-Building
F1 Baseball Field
F2 Soccer Field
F3 Tennis Courts
F4 Multi-Purpose Court

F5 Softball Field
H H-Building
K Faculty Staff Lot
L Teaching Learning Center
P Parking
S Student Service Center/
Breakers Dining
T T-Building
U Holden University Center

V Mooreland Mansion
Y Athletic & Fitness Center
 ● Clocktower
 ★ Dental Hygiene Clinic
 ♿ Handicap Parking
 ■ HIVE
 ▲ Mind Ladders

Quality Education

Professors at Lakeland are experts in their fields with real-world experience. Lakeland prepares you for a high-demand career or for transfer to a four-year college or university. Access to bachelor's and graduate degrees is available on campus from partner institutions through Lakeland's Holden University Center (lakelandcc.edu/uc).

Affordable Tuition

Lakeland's tuition is about one-third the cost of most four-year schools. More than 50 percent of Lakeland students receive some form of financial assistance (lakelandcc.edu/tuition).

Convenience

Lakeland offers convenient day, evening, weekend and online courses (lakelandcc.edu/schedule).

Focus on Students

Lakeland offers a variety of student services to help you succeed, such as counseling, tutoring, computer labs, career services, free parking and affordable child care.

Opportunity starts HERE

Visit us on campus or online. Call 440.525.7900, email recruitmentcenter@lakelandcc.edu or visit lakelandcc.edu/visit for a campus tour.

Apply online: lakelandcc.edu/apply

Accreditation

Lakeland Community College is accredited through the Higher Learning Commission (HLC) and participates in the Academic Quality Improvement Program (AQIP). The Higher Learning Commission, 230 South LaSalle Street, Suite 7-500, Chicago, IL 60604-1413, phone: 800.621.7440, hlcommission.org.

Lakeland
COMMUNITY COLLEGE