

BUSINESS

Certificates

- *Bookkeeping*
- *General Business*
- *Small Business Management & Entrepreneurship*

Associate in Applied Science

- *Business Management*
- *Web Design & Internet Development*

Associate

- *Business Administration*

Partnership Programs

- *Central Michigan University (Off-Campus & Online)*
- *Davenport University*
- *Franklin University*
- *Kaplan University*
- *Lake Superior State University*
- *Northwood University*

See information on our partnership programs on the web at

<http://www.kirtland.edu/students/transferfrom/>

Foundation

Kirtland Community College recognizes the importance of students possessing basic academic skills in English, reading, and mathematics in order to successfully complete college-level courses. Therefore, all entry-level students are required to demonstrate their proficiency in basic academic skills, as these courses are the foundation for success in all programs. The student's advisor will indicate which of the following courses need to be taken based on ACT scores or COMPASS placement testing results. It is highly recommended that students take these courses during the first semester in order to prepare for the road ahead, as well as possibly satisfying prerequisites needed for more advanced courses. Specific courses needed may be tracked below. *Students must plan additional time to complete their program requirements if placement results demonstrate the need to begin with preparatory courses (courses numbered less than 10000).*

ENG-10000 Writing Lab (if required)
 English: _____

Mathematics: _____
 Reading: _____

For more information, please contact the Business Department.

Judith Grenkowitz

989-275-5000, extension 219

BOOKKEEPING

Certificate of Completion (CBKP0)

Minimum Credits: 30

Contact Hours: 30-32

Introduction

Kirtland's Bookkeeping certificate offers a completely online program of study that will prepare a student to be a financial record keeper for a business. It will prepare students for entry-level positions in accounts receivable and accounts payable departments, payroll units, income tax firms, and financial services organizations. Students learn the theory of double-entry bookkeeping, the practice of journals and ledgers, preparing payroll documents, and reconciling banking statements. With a certificate in Bookkeeping, jobs are available in just about every corporate business and non-profit organization, including government services, business and consulting firms, retail and wholesale trade, health and social services, finance, insurance, real estate and the service industry. The certificate provides basic training and practical applications needed to analyze and prepare financial documents and handle recordkeeping functions for large and small businesses. Courses in bookkeeping basics, accounting principles, computerized accounting systems, along with computer science, legal environment and customer relations, round out the career skills needed for positions in this field. This program is ideal for self-motivated individuals who are comfortable working with numbers and detailed information in an office setting. This program also provides the basis for students to pursue the Associate in Business Administration degree.

Course	Title	Credits
ACC-10600 Or ACC-12100	Fundamentals of Accounting Or Accounting Principles I	4
ACC-12500	Computer Accounting w/QuickBooks	4
ACC-13100	Bookkeeping	4
BUS-10100	Introduction to Business	3
BUS-20100	Internship	3
BUS-21500	Legal Environment of Business	3
CIS-10500	Introduction to Computers	3
ENG-10000	Writing Lab, if required	0-1
ENG-10303	English Composition I w/Computers	3
MKT-11500	Customer Relations	3

Suggested sequence of courses:

Semester I (Fall)

ACC-10600 or ACC-12100—Fund of Accounting or Accounting Principles I
BUS-10100—Intro to Business
CIS-10500—Intro to Computers
ENG-10000—Writing Lab
ENG-10303—English Composition I

Semester II (Winter)

ACC-12500—Computer Accounting w/QuickBooks
ACC-13100—Bookkeeping
BUS-21500—Legal Environment of Business
MKT-11500—Customer Relations

Semester III (Summer)

BUS-20100--Internship

GENERAL BUSINESS

Certificate of Completion (CBUS0)

Minimum Credits: 31
Contact Hours: 31-34

Introduction

Kirtland's program in General Business is designed to provide an overall background of training that is necessary for entry and success in the business world. The program is intended to lay a foundation for a great variety of entry-level positions that may ultimately lead to mid-management positions in business or industry. Students are given the opportunity to enhance decision-making, problem-solving and creative abilities. Emphasis is placed on management and business communications. Students may also elect to pursue the Associate in Applied Science – Business Management at any point in this program.

Course	Title	Credits
ACC-12100	Accounting Principles I	4
BUS-10100	Introduction to Business	3
CIS-10500 Or CIS-17001	Introduction to Computers Or Microsoft Office	3
OIS-10401/02/03 Or OIS-11400 Or _____	Keyboarding I-A/B/C *See note below Or Keyboarding II Or Business Elective	3
OIS-10500	Business Correspondence	3
and six credit hours from the following list:		
ACC-12500	Computer Accounting/QuickBooks	4
BUS-201--	Internship in Business & Marketing	3-9
BUS-20200	Grant Writing	3
BUS-21100	E-Commerce Management	3
BUS-21500	Legal Environment of Business	3
BUS-24500	Personnel Management	3
CIS-17001	Microsoft Office	3
MKT-11500	Customer Relations	3
MKT-20000	Principles of Marketing	3
MKT-20100	Principles of Retailing	3
MKT-20200	Internet Marketing	3
MKT-20400	Advertising	3
OIS-18201/02/03	Word Processing I-Word-A/B/C	3
OIS-21500	Desktop Publishing for the Office	3

General Education Requirements

Communications:

ENG-10000	Writing Lab, if required	0-1
ENG-10303	English Composition I w/Computers	3
ENG-10403	English Composition II w/Computers	3

Math/Natural Science:

MTH-12000 Or OIS-11201	Intermediate Algebra or higher Or Business Calculations	3-4
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*Note: Students who have completed one year of high school typing may take OIS-11400 (Keyboarding II) or a Business elective.

BUSINESS MANAGEMENT

Associate in Applied Science (DBSM0)

Minimum Credits: 60
Contact Hours: 62-67

Introduction

Kirtland's program in Business Management is designed to provide an overall background of training that is necessary for entry and success in the business world. The program is intended to lay a foundation for a great variety of entry-level positions that may ultimately lead to mid-management positions in business or industry. Students are given the opportunity to enhance decision-making, problem-solving, and creative abilities. Emphasis is placed on management, marketing, and business communications. Any Business Management major who plans to eventually acquire a bachelor's degree after completion of the associate degree is encouraged to follow the Associate in Business Administration degree.

Course	Title	Credits
ACC-12100	Accounting Principles I	4
ACC-12200	Accounting Principles II	4
BUS-10100	Introduction to Business	3
BUS-21000	Principles of Management	3
BUS-21500	Legal Environment of Business	3
BUS-24500	Personnel Management	3
ECO-20100	Principles of Economics-MACRO	3
ECO-20200	Principles of Economics-MICRO	3
MKT-20000	Principles of Marketing	3
OIS-10401/02/03 Or BUS elective	Keyboarding I-A/B/C Or Business elective	3
OIS-10500	Business Correspondence	3
Up to 2 credits from below, if needed		
ACC-_____		
BUS-_____		
CIS-_____		
MKT-_____		
OIS-_____		

General Education

Communications (9-10 credits):

ENG-10000	Writing Lab, if required	0-1
ENG-10303	English Composition I w/Computers	3
ENG-10403	English Composition II w/Computers	3
SPE-10500 Or SPE-11400	Fundamentals of Speech Or Into to Interpersonal & Public Comm	3

Humanities/Social Science (8-10 credits):

POL-10100	Introduction to American Government	3
PSY-10100	Introduction to Psychology	3
	Any Humanities	2-4

Math/Natural Science (6-9 credits):

MTH-12000	Intermediate Algebra or higher	3-4
	Any Science course with a lab	3-5



SMALL BUSINESS MANAGEMENT & ENTREPRENEURSHIP

Minimum Credits: 35

Certificate of Completion (CENT1)

Contact Hours: 35

Introduction

Kirtland's unique program in Small Business Management & Entrepreneurship is designed to offer discipline-specific course work in Art, Business, Marketing, Accounting and Computers along with business and accounting course work designed to provide background in running or managing a business. This program is ideal for the small business owner, manager, or those opting to get into small business for the first time. It also works well for those who want courses in art or technical areas and want to incorporate knowledge of business with their technical expertise. Students may also elect to pursue the Associate of Applied Science—Business Management or the Associate in Applied Science—Technology Management degrees at any point in this program.

Course	Title	Credits
ACC-10600 Or ACC-12100	Fundamentals of Accounting Or Accounting Principles I	4
ACC-12500	Computer Accounting/QuickBooks	4
BUS-10100	Introduction to Business	3
BUS-21500	Legal Environment of Business	3
CIS-10500	Introduction to Computers	3
MKT-11500	Customer Relations	3

ART Option

ART-xxxxx	Art Electives	15
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ACC/BUS/MKT Option

ACC/BUS/MKT	Accounting, Business, or Marketing Electives	15
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CIS Option

CIS-xxxxx	Computer Information System Electives	15
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COS Option

COS-xxxxx	Cosmetology Electives	15
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WEB DESIGN & INTERNET DEVELOPMENT

Associate in Applied Science (DWDI0)

Minimum Credits: 73-77

Contact Hours: 84-88

Introduction

Kirtland's Associate in Applied Science—Web Design & Internet Development—is designed to provide specialized instruction that is necessary for entry and success in the web development, graphic design and Internet sale/marketing industries. The curriculum is based upon solid academic, computer, business and studio art courses focusing on conceptual, theoretical, practical, and technical skills. The major core curriculum is based upon traditional practices and in-depth use of technology.

General Education Requirements--21-25 credits:

Course	Title	Credits
CIS-10500	Introduction to Computers	3
ENG-10000	Writing Lab (if required)	0-1
ENG-10303	English Composition I with Computers	3
ENG-10602	Technical Writing	3
MTH-12000	Intermediate Algebra or higher	3-4
POL-10100	Introduction to American Government	3
SPE-10500 Or SPE-11400	Fund of Speech Or Intro to Interpersonal/Public Comm	3
	Any Science course with a lab	3-5

Major Requirements--52 credits:

ART-10500	Introduction to Design	3
ART-10600	Fundamentals of Drawing I	3
ART-11500 Or ART-27550	Photography I Or Digital Darkroom	3
ART-17000	Graphic Studio	3
ART-19000	Digital Communications	3
ART-27545	Computer Generated Images I	3
ART-25000 Or ART-27546	Illustration I Or Computer Generated Images II	3
ART-28000	Portfolio I	3
BUS-10100	Introduction to Business	3
BUS-21100	E-Commerce Management (This course should be taken after CIS-21000)	3
CIS-21000	Internet & Web Development	3
CIS-21500	Web Animation & Multimedia	3
CIS-21900	MacIntosh OS X	1
CIS-26400 Or CIS-27200	JavaScript Or Web Programming	3
CIS-27001	Programming I	3
MKT-11500	Customer Relations	3
MKT-20200	Internet Marketing	3
MKT-20400	Advertising	3

ASSOCIATE IN BUSINESS ADMINISTRATION (DABA1)

Minimum Credits: 60
Contact Hours: 62-64

Introduction

The Associate in Business Administration degree is designed for students who plan to eventually complete a bachelor's degree in a business-related field. Listed below are some of the majors pursued by students following this program:

Accounting
Economics
General Business
Marketing
Public Administration

Advertising
Finance
Management
Personnel/Industrial Relations

Students planning to transfer to a four-year college or university must consult with their advisor and carefully study the requirements of the four-year institution from which they intend to secure a bachelor's degree. Appropriate course substitutions may be made upon the recommendation of a student's advisor and with approval of the appropriate dean or associate dean. Substitutions are only made in accordance with the specific requirements of the baccalaureate degree-granting institution to which the student intends to transfer.

Students who have previously attended other colleges or universities may apply earned transfer credit in subject areas (i.e., psychology elective, biology elective, etc.) where deemed appropriate. This degree satisfies the requirements of the MACRAO Transfer Agreement as defined in the Handbook section of this catalog.

Course	Title	Credits
ACC-12100	Accounting Principles I	4
ACC-12200	Accounting Principles II	4
Select 4-11 credit hours from the following:		
ACC-12500	Computer Accounting/QuickBooks	4
BUS-10100	Introduction to Business	3
BUS-201--	Internship in Business & Marketing	3-9
BUS-20200	Grant Writing	3
BUS-21000	Principles of Management	3
BUS-21100	E-Commerce Management	3
BUS-21500	Legal Environment of Business	3
BUS-24000	Financial Management	3
BUS-24500	Personnel Management	3
MKT-11000	Principles of Selling	3
MKT-11500	Customer Relations	3
MKT-20000	Principles of Marketing	3
MKT-20100	Principles of Retailing	3
MKT-20200	Internet Marketing	3
MKT-20400	Advertising	3
MKT-21000	Market Research	3

General Education

Communications (12-13 credits):

CIS-10500	Introduction to Computers	3
ENG-10000	Writing Lab, if required	0-1
ENG-10303	English Composition I w/Computers	3
ENG-10403	English Composition II w/Computers	3
SPE-10500 Or SPE-11400	Fundamentals of Speech Or Into to Interpersonal & Public Comm	3

Humanities (8-10 credits):

	Select 2-3 credits from Art, Music, or Theater	3
	Select 3-4 credits from Journalism, Languages, or Literature	3-4
	Any HIS (History) or PHL(Philosophy)	3

Social Science (12 credits):

	Any ANT (Anthropology) or PSY (Psychology) or SOC (Sociology) Elective	3
ECO-20100	Principles of Economics-MACRO	3
ECO-20200	Principles of Economics-MICRO	3
POL-10100	Introduction to American Government	3

Math & Natural Science (9-13 credits):

MTH-13000	College Algebra or higher	3-4
MTH-20600	Application in Statistics	3-4
	Any Science course with a lab	3-5