

Jackson Community College



www.jccmi.edu



Business, Management, Marketing & Technology Pathway

Business Skills Certificates

ADVANCED CERTIFICATE- MANAGEMENT (16 credits)

This certificate prepares students for management, leadership, and supervisory positions in any business or industry. It is designed for students who already possess an A.A., A.A.S., B.A., or B.S. degree or 10 years work experience. Students acquire skills in leadership, human behavior, problem solving and critical thinking. Students learn to effectively manage human resources and develop solutions to complex management problems.

BUS 150	Leadership3
BUS 223	Human Resource Management3
BUS 243	Business Problems and Solutions3
PSY 140	Intro to Psychology4
PSY 151/			
SOC 152	Social Psychology3

CERTIFICATE OF COMPLETION –

E-COMMERCE (16 credits)

This program is designed to study the blending of business and technology using the Internet to achieve an organization’s mission. Students will study and apply uses of hardware, software, and communication as tools of the Internet and develop business strategies integrating these tools.

BUS 132	Advertising and Promotion3
BUS 200	E-Commerce3
ITE 101	Information Technology Education3
ITE 042	Microsoft Front Page1
ITE 273	Graphic Imaging3
ITE 275	Web Page Design3

CERTIFICATE OF COMPLETION –

ENTREPRENEURSHIP (17 credits)

Do you have what it takes to own your own business? Discover that, as well as sources of financing, forms of legal ownership, niche marketing, and most importantly, how to avoid business failure.

ACC 130	QuickBooks2
BUS 101	Marketing3
BUS 132	Advertising & Promotion3
BUS 200	E-Commerce3
BUS 233	Sales3
BUS 236	Small Business Management3

CERTIFICATE OF COMPLETION – FINANCIAL SERVICES (14 credits)

This certificate prepares students for work in the banking and financial services industries. Job opportunities could include introductory positions with banks (teller or customer service representative), trust offices, pension and retirement planning firms, personal financial planning groups and investment brokerage houses (clerk or customer service representative.) Students acquire skills in customer relations and financial problem solving. Students learn about financial markets and economic issues.

BUS 105	Customer Service3
BUS 155	Human Relations3
ECN 232	Microeconomics3
FIN 100	Intro to Wall Street1
FIN 101	Personal Finance3
FIN 102	Wall Street 21

ELECTIVES

Select electives from classes in ACC, BUS, ECN, FIN, or ITE so that the certificate equals 30 credits.