

Ski Area Business Management

Do you love skiing so much that you would like to make a career out of it? NMU and Gogebic Community College have combined their technical and management programs to offer a bachelor's degree in Ski Area Business Management.

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

Skills and Competencies

Like other degrees, you will be exposed to a variety of academic coursework as a Ski Area Business Management major. In the process, you will acquire new skills. Specifically, your communication, analytical, technical, and computer skills will be challenged and strengthened. Strong communication skills are, after all, necessary in every career field today. Ski Area Business Management is no exception. You will need to develop effective writing skills, as well as oral presentation, persuasiveness, and computer and data processing skills. Leadership and public relation skills are also important. The ability to think critically, solve problems, and negotiate are important in this field, too. You can expect to be exposed to academic coursework and experiences that challenge you to further develop these skills.

Course Work

This degree includes the following courses as part of the program requirements, and specific major requirements along with general education courses and graduation requirements.

Business Core

- ACT230 Principles of Accounting I (4 cr.)
- ACT240 Principles of Accounting II (4 cr.)
- FIN 351 Financial Management I (4 cr.)
- MGT221 Business Law I (4 cr.)
- MGT240 Organizational Behavior Mgt. (4 cr.)
- MGT325 Operations Management (4 cr.)
- MGT344 Managerial Communications (4 cr.)
- MKT230 Introduction to Marketing (4 cr.)

Ski Area Business Management

Associate in ski area management completed at Gogebic Community College (36 cr.)

CIS 222 Quantitative Business Problem Solving (4 cr.)

Ski Area Business Electives:

- MGT343 Human Resource Management (4 cr.)
- MGT436 Strategic Management (4 cr.)

Other Required Courses

- EC201 Microeconomics (4 cr.)
- EC202 Macroeconomics (4 cr.)
- MA113 Finite Mathematics (4 cr.)
- DATA109 Intro to Statistics (4 cr.)
- PSY100 Introduction to Psychology (4 cr.)
- SO101 Introduction to Sociology (4 cr.) or SO113 Social Problems (4 cr.)

Detailed course descriptions can be found at www.nmu.edu/bulletin.

Career Development

You should begin the resume-building process as soon as you can. The Academic and Career Advise-ment Center can assist you with career planning, while Career Services will help you fine tune your resume and look for jobs related to your field. In the meantime, the more hands-on experience you have, the better the chances are that you will find a job. Becoming involved in a professional related internship is a way to develop your professional skills and gain experience. Your academic course work is important as well, so be sure to maintain a high grade point average.

Additional Considerations

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

Job Outlook

Starting salaries will vary with the region of the country in which graduates are employed, but will range from \$30,000-\$50,000. Growth rates should be average for most professions in this field.

Potential Careers

NMU's Ski Area Business Management Program prepares students for employment in the following careers:

- Entrepreneur
- Grooming Manager
- Guides
- Insulation Manager
- Lift Manager
- Manager of Equipment Operations
- Manager of Resort Facilities
- Marketing Executive
- Mountain Manager
- Patrollers
- Rental Shop Manager
- Sales Executive
- Sales Representative
- Ski Area Construction
Consultant
- Ski Area Designer
- Ski Instructor
- Snow Groomer
- Snowmaking Manager

Additional Resources and Information

For Career Planning and Opportunities:
Academic & Career Advisement Center
3302.1 C.B. Hedgcock
906-227-2971
www.nmu.edu/acac

College of Business
301 Cohodas
906-227-2900
www.nmu.edu/business

For Job Search, Resume and Career Information:
Career Services
3302.3 C.B. Hedgcock
906-227-2800
www.nmu.edu/careers

For Information about NMU Student Organizations Associated with this Major Contact:
Center for Student Enrichment
1206 University Center
906-227-2439
www.nmu.edu/cse

Business Professionals of America (BPA)
www.bpa.org

Internet Resource Links:
www.careers.org
www.bls.gov

For Career Information with National Organizations:
www.amanet.org -American Management Assoc.
www.bpa.org -Business Professionals of America



**NORTHERN MICHIGAN
UNIVERSITY**

MARQUETTE, MICHIGAN

The Academic & Career Advisement Center
2022



What to do with
a major in...

**Ski Area Business
Management**

