

General Business

Are you curious about how businesses are run? Do you like to work with others? Do you like to work with computer software and technology? Do you possess strong communication skills? If you answered “yes” to these questions, then maybe a degree in General Business is right for you!

The General Business program at NMU has two main goals: to give each student experiences that will enable them to enter a variety of entry-level positions and also to provide them with technological skills and experiences that will help them be productive in today’s business environment.

A General Business degree provides a variety of employment options. The courses offered at NMU will provide students with the experience and knowledge for numerous business-related occupations.

Skills and Competencies

In addition to required core courses, General Business majors can select course in marketing, entrepreneurship, business law, or organizational behavior. Some General Business students combine specialized training with a general business degree and become business owners/entrepreneurs.

A General Business degree requires students to have strong communication skills and a broad understanding of businesses. Other specific competencies in this field include: knowledge of management procedures, advanced document productions and keyboarding skills, expertise in database and spreadsheet creating and maintenance, desktop publishing and multi-media competencies, ethical decision-making and reasoning skills, and business computation and accounting.

Course Work

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

Business Core (16 cr.)

- CIS222 Quantitative Business Decision Making or CIS112/212 (4 cr.)
- MGT121 Introduction to Business (4 cr.)
- MGT240 Organizational Behavior and Management (4 cr.)
- MKT230 Introduction to Marketing (4 cr.)

General Business Electives (12 cr.)

Choose from the following:

- ACT201 Practical Accounting Principles (4 cr.)
- ACT230 Principles of Accounting I (4 cr.)
- ACT240 Accounting Principles II (4 cr.)
- CIS100 Computer Concepts (2 cr.)
- CIS155 Software Development (4 cr.)
- CIS226 Introduction to Networks and Security (4 cr.)
- CIS440 Management Information Systems (4 cr.)
- FIN201 Introduction to Risk Management (4 cr.)
- FIN224 Personal Financial Planning (4 cr.)
- MGT215 Entrepreneurship (4 cr.)
- MGT221 Business Law (4 cr.)

General Electives (12 cr.)

Required Course

- EC201 Microeconomic Principles (4 cr.)

General Education (16 cr.)

- EN111 College Composition I (4 cr.)
- EN211 College Composition II (4 cr.)
- SO101 Introductory Sociology OR SO113 Social Problems (4 cr.)
- PSY100 Introduction to Psychology (4 cr.)

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

Career Development

You should begin the resume-building process as soon as you can. The Academic and Career Advisement 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

Opportunities exist for certifications in office and software competencies.

Elective courses allow students to gain prerequisite knowledge to prepare them for intermediate management positions.

This program provides additional coursework in liberal studies.

This major provides an opportunity for students interested in pursuing a baccalaureate degree in business in the future.

Job Outlook

Overall, jobs requiring an associate’s degree will expand by a 32% increase during the next decade.

Potential Careers

NMU's General Business Program prepares students for employment in the following careers:

- Assistant Manager
- Banking
- Business Owner
- Customer Service Representative
- Government
- Insurance
- Insurance Clerk
- Retail
- Sales Associate
- Small Businesses
- Teller

Additional Resources and Information

For Career Planning and Opportunities:
Academic & Career Advisement Center
3302.1 C.B. Hedgcock
906-227-2971
103 Jacobetti Complex
906-227-2283
www.nmu.edu/acac

College of Business
301 Cohodas Hall
906-227-2960
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

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

For Career Information with National Organizations:
www.nationalcallcenters.org -National Association of Call Centers
www.thesspa.org -Service and Support Professionals of America



**NORTHERN MICHIGAN
UNIVERSITY**

The Academic & Career Advisement Center
2022



What to do with
a major in...

General Business

Associate's Degree

