Potential Careers

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

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

What To Do With A Major In….

Additional Resources and Info

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
906-227-2900
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

Internet Resource Links:
www.careers.org
www.careerresource.net

For Career Information with National Organizations:

www.nationaleallcenters.org National Association of Call Centers
www.THESPA.org Service and Support Professionals of America

Current as of Fall 2015

Provided by:

The Academic & Career Advisement Center
**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 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 courses 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.

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**Course Work**

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

**Business Core**
- ACT 201 Practical Accounting Procedures (4 cr.)
- OIS 161 Document Input and Processing (4 cr.)
- OIS 183 Business Administrative Procedure (4 cr.)
- OIS 185 Introductory Software Applications (4 cr.)
- OIS 244 Applied Business Communication (4 cr.)
- OIS 250 Desktop Publishing Principles (2 cr.)
- OIS 285 Adv. Software Applications & Integration (4 cr.)

**Other Required Courses (12 cr.)**
Choose from the following:
- MGT 121 Introduction to Business (4 cr.)
- MGT 215 Entrepreneurship (4 cr.)
- MGT 221 Business Law I: Legal Env. of Business (4 cr.)
- MGT 240 Organizational Behavior & Management (4 cr.)
- MKT 230 Introduction to Marketing (4 cr.)

Detailed course descriptions can be found at [www.nmu.edu/bulletin](http://www.nmu.edu/bulletin).

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**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.