

# BUSINESS ADMINISTRATION



## CAREERS IN THIS FIELD

First Line Manager • Human Resources

Marketing • Real Estate

Restaurant Assistant Manager • Sales Assistant

Whether your career goal is to start your own business, advance your career in an existing business, or continue your education at a four-year institution, the Business Administration program can be a stepping stone on your path to success. The program provides outstanding career opportunities by giving you new job skills or by improving the ones you already possess.

## CONCENTRATIONS IN THIS PROGRAM

### FINANCIAL SERVICES

If you're interested in a career in a financial institution, this is the concentration for you. It will prepare you for careers in banks, credit unions, and other lending institutions by way of classes such as principles of banking, personal finance, and consumer lending.

### HUMAN RESOURCES

This new concentration results in an AAS degree. You will gain knowledge and skills in the strategic planning and administration of recruitment, staffing, compensation and benefits, employment law, labor relations, and occupational safety and health.

### HUMAN RESOURCES MANAGEMENT *(certificate only)*

Leads to employment in a business related profession, completion of an AAS degree in Business Administration and in preparation for Professional Human Resource Certification based on criteria found at [www.hrci.org/certification/2008HB/](http://www.hrci.org/certification/2008HB/).

### MANAGEMENT

Do you dream of managing a business? This concentration allows you to focus on the various aspects of managing a business or organizational department, such as human resource management, financial management, and business development skills.

### MARKETING

The marketing concentration allows you to develop skills important to a marketing and retail environment, such as market research, promotion management, and retail management. You'll find these vital for working in a marketing or retail firm.

## ASSOCIATE OF APPLIED SCIENCE (AAS) DEGREE

Two-year Associate of Applied Science degree programs prepare students for careers, career changes and career advancement. AAS programs may also prepare students for transfer to four-year institutions. The program content, which is approximately 30 percent general education, provides depth and breadth in conceptual and professional/technical skills. Professional/technical courses equip students with the skills to obtain employment and to advance in the workforce.

## ASSOCIATE OF SCIENCE (AS) DEGREE

Two-year Associate of Science programs typically contain 40 percent or more general education, with the balance in technical and profession courses. The coursework provides students with a foundation for transfer to a related baccalaureate program at a four-year institution, and equips students with skills for the job market.

## CERTIFICATE (C)

Certificates are sequences of technical and professional courses. They provide access to targeted, short-term workforce training, and completers may sit for specific certification exams. Certificate programs generally take less than one year to complete.

## TECHNICAL CERTIFICATE (TC)

One-year Technical Certificate programs provide education in conceptual and technical skills for specific occupations. Each program contains a sequence of required courses in a recognized concentration within a program.

To learn more about employment and salary information for careers in this field, visit the U.S. Department of Labor's Bureau of Labor Statistics website at [bls.gov](http://bls.gov) and the official career site of the State of Indiana, [indianacareerconnect.com](http://indianacareerconnect.com).

