

# Lakeland

COMMUNITY COLLEGE

PROGRAM GUIDE

Applied Studies Division

## Business Management

- Business Information Management
- Business Management
- E-Business
- Entrepreneurship
- General Management
- Human Resources Management
- Leadership
- Marketing
- Office Communications
- Ohio Real Estate Broker
- Ohio Real Estate Salesperson

Opportunity  
starts **HERE**  
[lakelandcc.edu](http://lakelandcc.edu)

# Business Management



Management is a universal concept used by small operations to large corporations, nonprofits and government organizations.

A degree or certificate in business management prepares students to assume a leadership role within any organization.

## Career Opportunities

The Northeastern Ohio area has a continuing demand for trained supervisors, middle managers, administrative assistants, and entrepreneurs who understand how to plan, organize, direct, communicate, and control business operations. Graduates can look forward to rewarding and exciting careers in large or small organizations. Depending on the area of concentration or personal experience, management career opportunities are available in a myriad of sectors including: healthcare, government, nonprofit, financial, advertising, marketing, industrial, real estate, purchasing, computer information systems, entrepreneurship and many more.

## The Lakeland Advantage

- The Associate of Applied Business degree in General Management may be earned entirely online.
- Advisory committees of employers and professionals in business and industry ensure that Lakeland's business programs are up-to-date with the ever-changing employment market.
- Business students can join many clubs and organizations on campus to expand and apply their knowledge.

## Lakeland's Program

Lakeland prepares students for a career in business by developing skills demanded by employers including: oral and written communication skills, effective problem solving and decision-making skills, the ability to accomplish goals in a team environment, and leadership skills. Students start courses with basic requirements and thereafter move into a specialized area or choose a generalized field of management.

### Areas of concentration include:

- Business Information Management
- Entrepreneurship
- General Management
- Human Resources Management
- Marketing

Lakeland offers 10 business management and marketing certificates. All credits earned toward a certificate can also be applied toward an associate degree in business. These certificates provide evidence that a student has completed a focused curriculum program in the specialty area designated by the certificate. Earning a certificate is often a short-range goal for students planning to pursue a business degree. In addition, students who already have a baccalaureate degree in a non-business field may apply certificates as academic credentials for employment or promotion purposes.

### Certificates include:

- Business Information Management
- Business Management
- E-Business
- Entrepreneurship
- Human Resources Management
- Leadership
- Marketing
- Office Communications
- Ohio Real Estate Broker
- Ohio Real Estate Salesperson





## Business Information Management Concentration (9222)

**NOTE:** Students planning to transfer to a four-year college are encouraged to take ENGL 1120 English Composition II in addition to the following requirements.

### First Semester:

BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1110*	English Composition I (A)	3
<b>OR</b>		
ENGL 1111	English Composition I (B)	
FYEX 1000	First Year Experience	1
ITIS 1005	Computers and Information Processing	3
<b>OR</b>		
ITIS 1007	Principles of Information Technology and Computer Science	
MATH 1040**	Applied Business Mathematics	2
		<b>15</b>

### Second Semester:

BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management	3
ECON 2600	Principles of Microeconomics	3
ITCS 1010	Programming Logic	3
ITIS 1100	Internet: Services, Tool, and Web Page Creation	2
ITON 1070	Operating Systems: Skills and Techniques	1
MATH 1050**	Mathematics of Finance	2
		<b>17</b>

### Third Semester:

BUSM 2300	Human Resource Management	3
<b>OR</b>		
BUSM 2500	Principles of Marketing	
BUSM 2400	Business Communication	3
ITCS 1105	Web Programming I	3
ITDB 1400	Introduction to SQL	2
ITIS 1520	Microsoft Office Excel: Skills and Techniques	3
ITON 1205	Network+ and Networking Essentials	2
		<b>16</b>

### Fourth Semester

ACCT 1100	Introduction to Financial Accounting	4
BUSM 2700	Management Philosophy and Practice	3
ITDB 1405	Oracle PL/SQL Programming	2
ITIS 2015	Information Technology Project Management	3
Choose course(s) from the Arts and Humanities Electives list		3
		<b>15</b>

**Program Total: 63**

\*English course selection is based on placement test results (ENGL 1111 is 4 credits, only 3 credits apply to the degree).

\*\*Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor.

### Arts and Humanities Electives: minimum 3 credits

ARTS 1120, 2220, 2230; ENGL 2250, 2260, 2280, 2290; HUMX 1100, 1200; MUSC 1200, 1215, 1800, 2200, 2250; PHIL 1500, 2000; PHOT 1000

## Entrepreneurship Concentration (9215)

This concentration prepares students who plan to start and/or operate their own business. Core courses include coverage of all of the business functions that an owner/manager would be expected to understand while addressing entrepreneurship, small business management, small business finance, and the creation of the new venture.

**NOTE:** Students planning to transfer to a four-year college are encouraged to take ENGL 1120 English Composition II in addition to the following requirements.

### First Semester:

ACCT 1100	Introduction to Financial Accounting	4
BUSM 1300	Introduction to Business	3
BUSM 1620	Introduction to Entrepreneurship	3
ENGL 1110*	English Composition I (A)	3
<b>OR</b>		
ENGL 1111	English Composition I (B)	
FYEX 1000	First Year Experience	1
MATH 1040**	Applied Business Mathematics	2
ITIS 1000***	Basic Computer and Microsoft Office Skills	1
<b>OR</b>		
ITIS 1005	Computers and Information Processing	
		<b>17</b>

### Second Semester:

ACCT 1270****	Financial Analysis Using Spreadsheets	3
<b>OR</b>		
ACCT 1200	Introduction to Managerial Accounting	
BUSM 1330	Business Ethics	3
BUSM 1640	Entrepreneurial Management	3
COMM 1000	Effective Public Speaking	3
MATH 1050**	Mathematics of Finance	2
		<b>14</b>

### Third Semester:

BUSM 2000	Principles of Management	3
BUSM 2400	Business Communication	3
BUSM 2500	Principles of Marketing	3
ECON 2600	Principles of Microeconomics	3
FINN 1300	Financial Management for the Small Business	3
		<b>15</b>

### Fourth Semester:

BUSM 2100	Business Law I	3
BUSM 2300	Human Resource Management	3
BUSM 2650	New Venture Creation	3
BUSM 2700	Management Philosophy and Practice	3
Choose course(s) from the Arts and Humanities Electives list		3
		<b>15</b>

**Program Total: 61**

\*English course selection is based on placement test results (ENGL 1111 is 4 credits, only 3 credits apply to the degree).

\*\*Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor.

\*\*\*Students may substitute ITIS 1005. This 3 credit course may be required for students transferring to a four-year college.

\*\*\*\*Students planning to transfer to a four-year college should take a sequence of accounting courses as advised by their counselor.

### Arts and Humanities Electives: minimum 3 credits

ARTS 1120, 2220, 2230; ENGL 2250, 2260, 2280, 2290; HUMX 1100, 1200; MUSC 1200, 1215, 1800, 2200, 2250; PHIL 1500, 2000; PHOT 1000

### General Management Concentration (9224)

This concentration prepares students to be a generalist in the management field and is the most versatile option in terms of the students' selection of courses to meet individual or organizational needs. Core courses include coverage of all of the business functions which a manager would be expected to understand, and a wide variety of elective courses which enable students to select topics of particular relevance to them or their employers.

**NOTE:** Students planning to transfer to a four-year college are encouraged to take ENGL 1120 English Composition II in addition to the following requirements.

#### First Semester:

ACCT 1100	Introduction to Financial Accounting	4
BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1110*	English Composition I (A)	3
<b>OR</b>		
ENGL 1111	English Composition I (B)	
FYEX 1000	First Year Experience	1
ITIS 1000**	Basic Computer and Microsoft Office Skills	1
<b>OR</b>		
ITIS 1005	Computers and Information Processing	
MATH 1040***	Applied Business Mathematics	2
		<b>17</b>

#### Second Semester:

BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management	3
BUSM 2500	Principles of Marketing	3
ECON 2600	Principles of Microeconomics	3
MATH 1050***	Mathematics of Finance	2
		<b>14</b>

#### Third Semester:

BUSM 1500	International Business in a Global Environment	3
BUSM 2100	Business Law I	3
BUSM 2300	Human Resource Management	3
BUSM 2400	Business Communication	3
Choose course from the Technical Electives list		3
		<b>15</b>

#### Fourth Semester:

ACCT 1270****	Financial Analysis Using Spreadsheets	3
<b>OR</b>		
ACCT 1200	Introduction to Managerial Accounting	
BUSM 2700	Management Philosophy and Practice	3
Choose course(s) from the Arts and Humanities Electives list		3
Choose course(s) from the Technical Electives list		6
		<b>15</b>

\*English course selection is based on placement test results (ENGL 1111 is 4 credits, only 3 credits apply to the degree).

\*\*Students may substitute ITIS 1005. This 3 credit course may be required for students transferring to a four-year college.

\*\*\*Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor.

\*\*\*\*Students planning to transfer to a four-year college should take a sequence of accounting courses as advised by their counselor.

#### Technical Electives: minimum 9 credits

BUSM 1620	Introduction to Entrepreneurship	3
BUSM 1640	Entrepreneurial Management	3
BUSM 1700	Principles of E-Business	3
BUSM 2150	Business Law II	3
BUSM 2250	Leadership Development	3
BUSM 2330	Employment Practices	3
BUSM 2350	Labor-Management Relations	3
BUSM 2370	Compensation and Benefits	3
BUSM 2380	Training Skills and Techniques	3
BUSM 2520	Marketing of Services	3
BUSM 2530	Advertising	3
BUSM 2550	Direct and Internet Marketing	3

#### Arts and Humanities Electives: minimum 3 credits

ARTS 1120, 2220, 2230; ENGL 2250, 2260, 2280, 2290; HUMX 1100, 1200; MUSC 1200, 1215, 1800, 2200, 2250; PHIL 1500, 2000; PHOT 1000

### Human Resources Management Concentration (9225)

This concentration provides students with the knowledge and skills necessary to effectively manage the human resource aspects of a business. Courses address the overall management and planning of staffing requirements, training and development, compensation and benefits, labor management relations, and related topics.

**NOTE:** Students planning to transfer to a four-year college are encouraged to take ENGL 1120 English Composition II in addition to the following requirements.

#### First Semester:

ACCT 1100	Introduction to Financial Accounting	4
BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1110*	English Composition I (A)	3
<b>OR</b>		
ENGL 1111	English Composition I (B)	
FYEX 1000	First Year Experience	1
ITIS 1000**	Basic Computer and Microsoft Office Skills	1
<b>OR</b>		
ITIS 1005	Computers and Information Processing	
MATH 1040***	Applied Business Mathematics	2
		<b>17</b>

#### Second Semester:

BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management	3
BUSM 2300	Human Resource Management	3
ECON 2600	Principles of Microeconomics	3
MATH 1050***	Mathematics of Finance	2
		<b>14</b>

#### Third Semester:

BUSM 2100	Business Law I	3
BUSM 2330	Employment Practices	3
BUSM 2380	Training Skills and Techniques	3
BUSM 2400	Business Communication	3
BUSM 2500	Principles of Marketing	3
		<b>15</b>

#### Fourth Semester:

ACCT 1270****	Financial Analysis Using Spreadsheets	3
<b>OR</b>		
ACCT 1200	Introduction to Managerial Accounting	
BUSM 2350	Labor-Management Relations	3
BUSM 2370	Compensation and Benefits	3
BUSM 2700	Management Philosophy and Practice	3
Choose course(s) from the Arts and Humanities Electives list		3
		<b>15</b>



\*English course selection is based on placement test results (ENGL 1111 is 4 credits, only 3 credits apply to the degree).

\*\*Students may substitute ITIS 1005. This 3 credit course may be required for students transferring to a four-year college.

\*\*\*Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor.

\*\*\*\*Students planning to transfer to a four-year college should take a sequence of accounting courses as advised by their counselor.

**Arts and Humanities Electives: minimum 3 credits**

ARTS 1120, 2220, 2230; ENGL 2250, 2260, 2280, 2290; HUMX 1100, 1200; MUSC 1200, 1215, 1800, 2200, 2250; PHIL 1500, 2000; PHOT 1000

**Marketing Concentration (9227)**

This concentration prepares students for management or leadership roles in the field of marketing. It enables students to select from a number of relevant courses including advertising, sales, research, and marketing technology.

**NOTE:** Students planning to transfer to a four-year college are encouraged to take ENGL 1120 English Composition II in addition to the following requirements.

**First Semester:**

ACCT 1100	Introduction to Financial Accounting	4
BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1110*	English Composition I (A)	3
<b>OR</b>		
ENGL 1111	English Composition I (B)	
FYEX 1000	First Year Experience	1
ITIS 1000**	Basic Computer and Microsoft Office Skills	1
<b>OR</b>		
ITIS 1005	Computers and Information Processing	
MATH 1040***	Applied Business Mathematics	2
		<b>17</b>

**Second Semester:**

BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management	3
BUSM 2500	Principles of Marketing	3
ECON 2600	Principles of Microeconomics	3
MATH 1050***	Mathematics of Finance	2
		<b>14</b>

**Third Semester:**

BUSM 1400	Professional Personal Selling	3
BUSM 1700	Principles of E-Business	3
BUSM 2100	Business Law I	3
BUSM 2400	Business Communication	3
BUSM 2520	Marketing of Services	3
BUSM 2530	Advertising	3
		<b>18</b>

**Fourth Semester:**

ACCT 1270****	Financial Analysis Using Spreadsheets	3
<b>OR</b>		
ACCT 1200	Introduction to Managerial Accounting	
BUSM 2550	Direct and Internet Marketing	3
BUSM 2700	Management Philosophy and Practice	3
Choose course(s) from the Arts and Humanities Electives list.		3
		<b>12</b>
<b>Program Total:</b>		<b>61</b>

\*English course selection is based on placement test results (ENGL 1111 is 4 credits, only 3 credits apply to the degree).

\*\*Students may substitute ITIS 1005. This 3 credit course may be required for students transferring to a four-year college.

\*\*\*Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor.

\*\*\*\*Students planning to transfer to a four-year college should take a sequence of accounting courses as advised by their counselor.

**Arts and Humanities Electives: minimum 3 credits**

ARTS 1120, 2220, 2230; ENGL 2250, 2260, 2280, 2290; HUMX 1100, 1200; MUSC 1200, 1215, 1800, 2200, 2250; PHIL 1500, 2000; PHOT 1000

**Business Management Certificates**

Lakeland offers ten Business Management and Marketing certificates. All credits earned toward a certificate can also be applied toward an associate degree in business. These certificates provide evidence that a student has completed a focused curriculum program in the specialty area designated by the certificate.

Earning a certificate is often a short-range goal for students planning to pursue a business degree. In addition, students who already have a baccalaureate degree in a non-business field may apply certificates as academic credentials for employment or promotion purposes.

Certificates include:

- Business Information Management
- Business Management
- E-Business
- Entrepreneurship
- Human Resources Management
- Leadership
- Marketing
- Office Communications
- Ohio Real Estate Broker
- Ohio Real Estate Salesperson

**Business Information Management Certificate (2221)**

**Required:**

BUSM 1300	Introduction to Business	3
BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management	3
ITCS 1010	Programming Logic	3
ITIS 1005	Computers and Information Processing	3
<b>OR</b>		
ITIS 1007	Principles of Information Technology and Computer Science	
ITON 1070	Operating Systems: Skills and Techniques	1
Choose course(s) from the Electives list.		9

**Certificate Total: 25**





**Electives: minimum 9 credits**

ACCT 1100	Introduction to Financial Accounting	4
BUSM 2300	Human Resource Management	3
<b>OR</b>		
BUSM 2500	Principles of Marketing	
ITCS 1105	Web Programming I	3
ITDB 1400	Introduction to SQL	2
ITDB 1405	Oracle PL/SQL Programming	2
ITIS 1100	Internet: Services, Tools, and Web Page Creation	2
ITIS 1520	Microsoft Office Excel: Skills and Techniques	3
ITIS 2015	Information Technology Project Management	3
ITON 1205	Network+ and Networking Essentials	2

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit [lkn.lakelandcc.edu/go/ge?q=2221](http://lakelandcc.edu/go/ge?q=2221).

**Business Management Certificate (2201)**

This certificate is designed for students who are or want to be in management or leadership positions in any type of formal organization setting. Students will learn the concepts and practice of planning, organization theory, leadership, communication, and control processes applied to all types of resources, products, and services.

**Required:**

BUSM 1300	Introduction to Business	3
BUSM 1330	Business Ethics	3
BUSM 1500	International Business in a Global Environment	3
BUSM 2000	Principles of Management	3
BUSM 2100	Business Law I	3
BUSM 2300	Human Resource Management	3
Choose course(s) from the Electives list		6-7

**Certificate Total: 24-25**

**Electives: minimum 6 credits**

ACCT 1100	Introduction to Financial Accounting	4
BUSM 2250	Leadership Development	3
BUSM 2330	Employment Practices	3
BUSM 2350	Labor-Management Relations	3
BUSM 2380	Training Skills and Techniques	3
BUSM 2500	Principles of Marketing	3
ECON 2600	Principles of Microeconomics	3

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit [lkn.lakelandcc.edu/go/ge?q=2201](http://lakelandcc.edu/go/ge?q=2201).

**E-Business Certificate (2202)**

This certificate is designed for students who are working or who want to work in the field of e-business. Courses include all principles of e-business management including legal, marketing, and management.

**Required:**

BUSM 1300	Introduction to Business	3
BUSM 1330	Business Ethics	3
BUSM 1700	Principles of E-Business	3
BUSM 2500	Principles of Marketing	3
BUSM 2550	Direct and Internet Marketing	3
ECON 2600	Principles of Microeconomics	3
ITIS 1005	Computers and Information Processing	3
Choose course(s) from the Electives List		3-4

**Certificate Total: 24-25**

**Electives: minimum 3 credits**

ACCT 1100	Introduction to Financial Accounting	4
BUSM 2000	Principles of Management	3
BUSM 2300	Human Resource Management	3
BUSM 2520	Marketing of Services	3
BUSM 2530	Advertising	3
BUSM 2560	International Marketing	3

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit [lkn.lakelandcc.edu/go/ge?q=2202](http://lakelandcc.edu/go/ge?q=2202).

**Entrepreneurship Certificate (2291)**

This certificate is designed for students who plan to start and operate their own business or who are already managing in a small business. Courses address all aspects of small business operations, including the legal, financial, marketing, and human resource issues which face the entrepreneur.

**Required:**

BUSM 1300	Introduction to Business	3
BUSM 1620	Introduction to Entrepreneurship	3
BUSM 1640	Entrepreneurial Management	3
BUSM 2100	Business Law I	3
BUSM 2300	Human Resource Management	3
BUSM 2500	Principles of Marketing	3
BUSM 2650	New Venture Creation	3
ECON 2600	Principles of Microeconomics	3
FINN 1300	Financial Management for the Small Business	3

**Certificate Total: 27**

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit [lkn.lakelandcc.edu/go/ge?q=2291](http://lakelandcc.edu/go/ge?q=2291).

**Human Resources Management Certificate (2251)**

This certificate is designed for students who intend to work in the human resource field. It develops the skills and knowledge required to plan for, acquire, train, evaluate, determine compensation and benefits, and manage performance for the human resources of an organization.

**Required:**

BUSM 1300	Introduction to Business	3
BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management	3
BUSM 2100	Business Law I	3
BUSM 2300	Human Resource Management	3
BUSM 2330	Employment Practices	3
BUSM 2350	Labor-Management Relations	3
BUSM 2370	Compensation and Benefits	3
BUSM 2380	Training Skills and Techniques	3

**Certificate Total: 27**

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit [lkn.lakelandcc.edu/go/ge?q=2251](http://lakelandcc.edu/go/ge?q=2251).

### Leadership Certificate (2262)

This certificate provides students with the skills to become leaders in their career, personal, and public lives. Students will study the concepts of ethical leadership and management with a strong focus on communication skills.

**Required:**

BUSM 1300.....	Introduction to Business.....	3
BUSM 1330.....	Business Ethics.....	3
BUSM 2000.....	Principles of Management.....	3
BUSM 2250.....	Leadership Development.....	3
BUSM 2300.....	Human Resources Management.....	3
BUSM 2380.....	Training Skills and Techniques.....	3
BUSM 2400.....	Business Communication.....	3
COMM 1000.....	Effective Public Speaking.....	3
ENGL 1110*.....	English Composition I (A).....	3
<b>OR</b>		
ENGL 1111.....	English Composition I (B).....	

**Certificate Total: 27**

*\*English course selection is based on placement test results (ENGL 1111 is 4 credits, only 3 credits apply to the certificate).*

*For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit [lkn.lakelandcc.edu/go/ge?q=2262](http://lakelandcc.edu/go/ge?q=2262).*

### Marketing Certificate (2271)

This certificate is designed to prepare students to manage or work within organizational units related to the field of marketing. Students will study a wide range of subjects including those within the growing fields of direct and Internet marketing, marketing of services, advertising, and others.

**Required:**

BUSM 1300.....	Introduction to Business.....	3
BUSM 1330.....	Business Ethics.....	3
BUSM 1400.....	Professional Personal Selling.....	3
BUSM 1700.....	Principles of E-Business.....	3
BUSM 2500.....	Principles of Marketing.....	3
BUSM 2520.....	Marketing of Services.....	3
<b>OR</b>		
BUSM 2550.....	Direct and Internet Marketing.....	
<b>OR</b>		
BUSM 2560.....	International Marketing.....	
BUSM 2530.....	Advertising.....	3
ECON 2600.....	Principles of Microeconomics.....	3
Choose course(s) from the Electives list.....		3-4

**Certificate Total: 27-28**

**Electives: minimum 3 credits**

ACCT 1100.....	Introduction to Financial Accounting.....	4
BUSM 2000.....	Principles of Management.....	3

*For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit [lkn.lakelandcc.edu/go/ge?q=2271](http://lakelandcc.edu/go/ge?q=2271).*

### Office Communications Certificate (2610)

**First Semester:**

BUSM 1300.....	Introduction to Business.....	3
COMM 1000.....	Effective Public Speaking.....	3
ENGL 1110*.....	English Composition I.....	3
<b>OR</b>		
ENGL 1111.....	English Composition I (B).....	
ITIS 1000.....	Basic Computer and Microsoft Office Skills.....	1
<b>OR</b>		
ITIS 1005.....	Computers and Information Processing.....	3
MATH 1040.....	Applied Business Mathematics.....	2

**12-14**

**Second Semester:**

BUSM 1330.....	Business Ethics.....	3
BUSM 2000.....	Principles of Management.....	3
BUSM 2300.....	Human Resource Management.....	3
BUSM 2400.....	Business Communication.....	3

**12**

**Certificate Total: 24-26**

*\*English course selection is based on placement test results (ENGL 1111 is 4 credits, only 3 credits apply to the certificate).*

*For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit [lkn.lakelandcc.edu/go/ge?q=2610](http://lakelandcc.edu/go/ge?q=2610).*

### Ohio Real Estate Broker Certificate (2280)

This certificate is designed for students who already have the equivalent of two years of post-secondary education or the equivalent of 60 semester hours, who meet the experience requirements of the Ohio Division of Real Estate, but lack course work in financial management, human resources, applied business economics, and business law.

**Required:**

BUSM 1300.....	Introduction to Business.....	3
BUSM 2100.....	Business Law I.....	3
BUSM 2300.....	Human Resource Management.....	3
ECON 1150.....	Basic Economics.....	3
<b>OR</b>		
ECON 2500.....	Principles of Macroeconomics.....	
<b>OR</b>		
ECON 2600.....	Principles of Microeconomics.....	
REST 1100.....	Real Estate Principles and Practices.....	3
REST 1200.....	Real Estate Finance.....	2
REST 1300.....	Real Estate Law.....	3
REST 1400.....	Real Estate Appraisal.....	2
FINN 1300.....	Financial Management for the Small Business.....	3
<b>OR</b>		
FINN 1500.....	Applied Finance.....	

**Certificate Total: 25**



Ohio Real Estate Salesperson Certificate (2072)

Real estate salespersons help clients buy, sell, and rent properties. According to the Bureau of Labor Statistics Occupational Outlook Handbook, (www.bls.gov), employment of real estate sales agents is expected to grow by 11 percent from 2012 to 2022. Courses within the certificate are required by the Ohio Department of Commerce - Division of Real Estate and Professional Licensing to be taken before sitting for the real estate salespersons examination. Students earning this certificate will have completed the education requirements necessary to sit for the Ohio Real Estate Salesperson Exam.

Required:

REST 1100.....	Real Estate Principles and Practices .....	3
REST 1200.....	Real Estate Finance.....	2
REST 1300.....	Real Estate Law.....	3
REST 1400.....	Real Estate Appraisal .....	2

Certificate Total: 10



For more information

1.800.589.8520 • lakelandcc.edu/busmgmt  
Business Management Department Chair  
Connie Golden, Professor  
440.525.7340 • cgolden@lakelandcc.edu

Lakeland Community College Admission Requirements





For admission into Lakeland, students must be a high school graduate or have obtained a high school diploma equivalency. Please consult Lakeland Community College's Enrollment Guide (available on Lakeland's website at lakelandcc.edu/enrollment) for specific admissions requirements and procedures.

To further your education, Lakeland's Holden University Center offers a variety of bachelor's degree programs from a number of four-year colleges and universities offering you the opportunity to stay here and go far! Visit lakelandcc.edu/uc to explore your options.



Curriculum and program requirements are subject to change. Find the most up-to-date information in the college catalog, available on the website at lakelandcc.edu.



-  **Quality Education**  
Lakeland prepares you for a high-demand career or for transfer to a four-year college or university. Professors at Lakeland are experts in their fields with real-world experience. Small class sizes allow for personalized attention.
-  **Affordable Tuition**  
Save thousands on your college education. Lakeland's tuition is about one-third the cost of most four-year schools. Financial assistance is available, including federal and state grants, scholarships, loans, and work study employment.
-  **Convenience**  
Lakeland offers convenient day, evening and weekend class times, and a growing number of online courses. The main campus in Kirtland is only 20 miles northeast of Cleveland. Classes are also offered in Madison.
-  **Focus on Students**  
Lakeland offers a variety of student services to help you succeed, such as counseling, tutoring, wireless computer labs, career services, free parking, and affordable child care.

Accreditation

Lakeland Community College is accredited through the Higher Learning Commission (HLC) and participates in the Academic Quality Improvement Program (AQIP). The Higher Learning Commission, 230 South LaSalle Street, Suite 7-500, Chicago, IL 60604-1413, phone: 800.621.7440, hlcommission.org.