

# BUSINESS ACADEMY

BUSINESS, MANAGEMENT, MARKETING AND TECHNOLOGY



## Course Overview:

**Program Location:** Davenport University  
(shuttle available)

**Sessions Offered:** AM

**Average Lecture Days/Week:** 4-5 Days

**Average Lab Days/Week:** 2-3 Days

**Academic Rigor:** 5 out of 5

**Homework:** Weekly

**Required Reading:** College-level textbooks; 25 or more pages per week

## Course Description

This program equips students with skills for university success and career development, emphasizing goal-setting, academic improvement and career exploration. It covers research techniques, critical thinking, study strategies, test-taking, interpersonal communication and conflict resolution. Students gain familiarity with the university curriculum, including applied ethics, management and marketing principles. The ethics component focuses on analyzing social and professional dilemmas using ethical theories, while management explores planning, organizing, leading, and controlling, with applications in supervisory roles.

## Student Leadership Opportunities

Students have the opportunity for leadership, competition and community service through membership in the Business Professionals of America.

## Success Indicators

- Strong writing skills
- Skilled at time management
- Highly organized
- Effective in team setting
- Strong researcher
- Critical thinker

## Learning outcomes include, but are not limited to:

- Define career goals and align them with academic plans.
- Enhance research and critical thinking skills.
- Develop effective study and test-taking strategies.
- Improve interpersonal communication and conflict resolution.
- Analyze ethical dilemmas using theoretical frameworks.
- Compare ethical and moral systems.
- Understand basic management principles and functions.
- Apply core analysis to management scenarios.
- Learn key marketing concepts and strategies.
- Utilize marketing tools in real-world contexts.

## College Credits (12)

- ACES 100 – Achieving Career & Education Success (3)
- MGMT 211 – Management Foundations (3)
- MKTG 211 – Marketing Foundations (3)
- BUSN 210 – Professional Ethics (3)

Updated 12.2025

FOR MORE INFO:  
CONTACT YOUR COUNSELOR,  
CALL 517.483.1596, OR  
VISIT [EATONRESA.ORG/CPC](http://EATONRESA.ORG/CPC)



# BUSINESS ACADEMY



## PROFESSIONAL CAREERS

- Certified Public Accountant
- Entrepreneur/Business Owner
- Financial Analyst
- Marketing Manager
- Operations Manager
- Project Manager
- Social Media Strategist
- Supply Chain Management

## TECHNICAL CAREERS

- Commercial Loan Processor/  
Escrow Processor
- Insurance Agent
- Legal Assistant
- Office Manager
- Sales Representative
- Shipping/Receiving Inventory  
Specialist
- Store Manager
- Tax Preparer

## ENTRY-LEVEL CAREERS

- Accounts Receivable Assistant
- Bank Teller
- Cashier
- Customer Service Representative
- Data Entry Clerk
- Legal Administrative Assistant
- Receptionist
- Retail Clerk

ACADEMICS

PROFESSIONAL SKILLS

EXPERIENCES

PASSION

Education with Purpose.

# CAREER-TREE®

## Explore Your Future with Career Trees

Career Trees shows how what you learn today can grow into a future career. Each branch represents real jobs and opportunities connected to a specific field, from entry-level roles to advanced professions.

Use the Career Tree to explore your interests, learn what education or training is needed, and plan your next steps after high school. The more you explore, the more you'll see how skills learned now can lead to a strong, rewarding future.

**Scan the QR code below to learn more and watch the program video.**

**SCAN  
ME!**



## Capital Region Technical Early College (CRTEC)

Students enrolled in this program may choose to participate in the Capital Region Technical Early College (CRTEC) program. This is a high school-to-college program where students start in grade 11 and end their 13th year with a degree or certification. This program gives students relevant career-related experiences.



**EXPLORE THE POSSIBILITIES.  
FAST TRACK YOUR FUTURE.**