Making It Worth The Risk
Every business starts small, which, as defined by the U.S. Small Business Administration, means a company has less than 500 employees. That some grow beyond the expectations of the entrepreneurs who founded them is the result of hard work, determination and strong business savvy. It’s not enough to have a great idea; it takes informed planning and targeted strategies to make it work.

The Program at Macomb
In Macomb’s Entrepreneurship and Small Business Management Program, you will take classes in management, marketing, accounting, computer information, supply chain management and more. You will be introduced to business planning models, effective methods for obtaining capital, market research concepts and cash flow systems. Whether you earn a certificate or an Associate of Business Administration Degree in Entrepreneurship, you will have gained the skills you need to make a small business succeed, whether it’s your own or someone else’s.

Employment Outlook
With a bachelor’s degree and related experience, you will be qualified for positions that include general manager and operations director. The median salary for these positions is $101,270, with 9 percent employment growth expected through 2026.

For More Information
Visit www.macomb.edu and search “Entrepreneurship and Small Business Management” or contact the program advisor:
Professor Robert James
586.498.4012
jamesr@macomb.edu
BUSINESS ADMINISTRATION AT MACOMB

PLANNING TO TRANSFER TO A FOUR-YEAR COLLEGE OR UNIVERSITY?
Options in all of Macomb’s Business Administration programs include a two-year associate degree (ABA or AAS) or a one-year certificate. Students may transfer courses to a four-year college or university to pursue a bachelor’s degree. Speak with your Macomb counselor early in your college career to make the transfer process hassle-free. For an appointment, call Center Campus, 586.286.2228 or South Campus, 586.445.7211.

LOOKING FOR A JOB?
Contact Career Services
586.445.7321
careerservices@macomb.edu

For general information about Macomb Community College:
www.macomb.edu
866.Macomb1 (866.622.6621)
answer@macomb.edu

$1,000,000
That’s how much MORE you’ll earn over your working lifetime with a bachelor’s degree, compared with a high school diploma. That figure goes up even more with a master’s degree. And the difference is likely to grow even larger as you move up the ladder.

And you will advance. College grads get the better jobs to begin with, and the promotions that follow.

Why? Because employers value employees who can communicate effectively, tackle issues, make spot-on decisions, and do so independently and as part of a team. These critical qualities are developed more fully in the course of getting a college education.

LET’S GET DOWN TO BUSINESS!
ABA/AAS PROGRAMS
Earning an Associate of Business Administration (ABA) Degree from Macomb Community College is definitely a start in the right direction. Students may choose from the following programs:
• Accounting
• Business Management
• Entrepreneurship & Small Business Management
• General Business
• Global Supply Chain Management
• Hospitality Management
• Paralegal
• Marketing