

A blurred background image of three students in a classroom setting. A man with a beard is on the left, a woman with short dark hair and glasses is in the center, and a woman with dark hair in a bun is on the right. They are all looking towards the right side of the frame.

# BUSINESS

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MASSBAY COMMUNITY COLLEGE  
ACADEMY VIEWBOOK



# **BUSINESS ACADEMY INVEST IN YOUR SUCCESS**

# Academies

At MassBay, we have more than 70 degree and certificate programs, which is a lot to choose from. To make your choice easier, we have grouped all of our programs into seven “Academies,” each of which represents a broad area of study. When you choose a program, you also will be a member of an Academy. Think of your Academy as a community of professors and students who share your interests and goals.









# The Academy Advantage

The opportunity to explore many certificate or degree programs to create your best future

Allows you to focus your efforts and time

Membership in a community of learners where students and faculty support one another

A dedicated advisor who will help you develop a plan to achieve your goals and guide you along the way

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## MassBay Quick Facts:

25% of MassBay students transfer to four-year universities to continue their education

MassBay has more than 4,500 full- and part-time students

More than 70 associate and certificate programs offered through seven Academies

Small class sizes, averaging 17 students per class

Twenty student clubs, seven athletic teams, and multiple opportunities for leadership

Half of MassBay students receive financial aid



# EXPLORE BUSINESS

# Is the Business Academy a good choice for you? Consider these questions:

Are you a natural leader? Do others look to you to make decisions?

Are you a self-starter and maybe a little competitive?

Are you able to work both independently and as part of a team?

If you answered **YES** to any of these questions, read on to learn more about our popular program options!



***Business is good!*** Business and financial occupations are projected to grow 10% faster than the average for all other occupations.

According to the Bureau of Labor Statistics (BLS), business and financial jobs are projected to increase by nearly 775,000 between 2016 and 2026. BLS also reported that in 2017, the median wage for all business and financial occupations was \$67,710, nearly twice as high as the average for all other occupations (\$37,690).

MassBay's Business Academy provides a convenient and affordable first step towards a rewarding business career whether you are an analytical thinker, a creative person, or have the ambition to start your own business someday.



# Business Academy

## Associate Degree Options

Each of our five associate degree programs can be completed in two years of full-time study and will prepare you to enter a four-year university in your junior year.

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### Accounting (MassTransfer option available)

This program is an ideal option if you want to pursue entry-level accounting positions (accounts receivable, accounts payable, bookkeeping, junior accountant or auditor) or you want to transfer to a four-year university. Completion of the program with a 2.5 GPA or higher meets the requirements for acceptance at any of the Massachusetts state universities that offer a bachelor's degree in accounting.

### Business Administration (FSU@MassBay option available)

This program provides a broad overview of the operational functions essential to almost every business—accounting, economics, management, marketing, computer technology—while also providing a strong foundation in liberal arts to build critical thinking and communication skills.

### General Business

A popular choice for students who know they want to work in business, but are unsure about an area of focus or specialization, this program provides skills and knowledge across multiple business disciplines including accounting, management, computer applications, marketing, communications, and business law. Electives enable you to explore specific areas of interest and customize the degree to meet your needs.

### Hospitality Management

A growth industry in Massachusetts, the U.S., and worldwide, hospitality is an exciting career trajectory—resorts! casinos! restaurants! nightclubs!—with ample opportunities for advancement. In this program, you'll gain critical thinking and communications skills, build relevant business skills (computer applications, management, accounting), and gain industry relevant knowledge in conference and event planning, food and beverage management, and tourism.

# International Business

Do you dream of working abroad or working with international visitors to the U.S.? This program will help you understand the similarities and differences between business practices around the world. Instruction includes case history analyses, experiential learning exercises, guest speakers, and writing and presenting on assigned international business topics (human resources, legal and cultural issues, marketing). The program includes a foreign language component, an optional internship, and working in teams to develop a business plan.



## Our **Business Academy** programs make it easier to achieve your goals.

Whether you want to get specialized training to launch or transition to a new career, or want to “start smart” with an affordable associate degree that will transfer easily to a top four-year college, our Business Academy is a great choice. We also offer a wide selection of associate degree and certificate programs, plus day, evening, and online courses so you can get ahead while still living your life.

**Recent Business Academy graduates have gone on to excel at four-year universities including:**

- Bentley University
- Boston College
- Boston University
- Brandeis University
- Framingham State University
- Northeastern University
- Suffolk University
- UMass Amherst
- UMass Boston
- UMass Lowell
- Wentworth Institute of Technology

# Business Academy

## Certificate Program Options

Certificate programs focus on building specific skills without requiring the general academic coursework required for an associate degree. Certificates take less than two years to complete.

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### Accounting

This tightly focused seven-course program prepares you for entry-level positions assisting professional accountants. Depending on your previous educational credentials, professional work may entail bookkeeping, accounts payable or receivable, data entry, or work as a junior auditor.

### Entrepreneurship

This eight-course program will provide you with the academic foundation and mentoring support that will enable you to develop a business plan and a roadmap to guide its launch.

### Hospitality Management

Whether you are eager to start, or advance, a career in hospitality, this program will provide a solid understanding of the industry and a valuable credential. In addition to accounting basics, you'll learn about front office and food and beverage management, conference and event planning, business communications, tourism, and gain hands-on experience with an internship.

### Interior Design

Combine your creative flair with fundamental interior design knowledge including space planning, building code issues, use of color, history of furnishings, and decorative arts. With this certificate, you'll also learn how to make captivating graphic and oral presentations on retail and commercial properties, skills that are in high demand with many realty and property management companies.





# Management

Good management is about making the most of the resources that are available to you. This program is a great resource if you want to broaden your current career, establish a framework for future business studies, augment a liberal arts education or vocation, or lay the foundation to pursue a business-oriented associate degree. Management, marketing, human resources, technology—this certificate covers all fundamental business areas.


# Marketing

“The art of persuasion,” marketing involves an exciting mix of psychology, technology, and communications. In this program you’ll gain an understanding of marketing fundamentals (business communications, e-commerce, sales, advertising) that will prepare you for entry-level coordinator positions or transfer into an associate or bachelor’s degree program, depending on your previous education.







A background image of a student with dark skin and curly hair, wearing a white t-shirt with a logo, sitting in a classroom. The image is dimmed with a blue overlay. Other students are visible in the background, also in a classroom setting.

*“My experience at MassBay has been wonderful. Every professor has been so helpful, my advisor has been amazing – everything she has recommended has worked out perfectly for me – and I love being on campus. I have gone from being a not very good student in high school to an almost straight-A student at MassBay, thanks to the support I have received.”*

*- Jordana Lima, AS Business Administration, 2020*



# START HERE. GO ANYWHERE.

*MassBay is the springboard  
to success for thousands of  
students each year thanks to:*

*Top-notch teaching*

*Opportunities beyond the classroom*

*Affordability and flexibility*

*Exceptional job placement rates*

*Seamless transfer to four-year colleges*

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For more information visit:  
**[massbay.edu/business](https://massbay.edu/business)**

# IMPORTANT MASSBAY RESOURCES

## Academic Achievement Center (AAC)

[aac@massbay.edu](mailto:aac@massbay.edu)

Wellesley Hills: 781-239-2620

Framingham: 508-270-4213

## Academic & Transfer Advising Center

[advisingcenter@massbay.edu](mailto:advisingcenter@massbay.edu)

Wellesley Hills & Framingham: 781-239-2775

## Admissions Office

[admissions@massbay.edu](mailto:admissions@massbay.edu)

Wellesley Hills: 781-239-2500

Framingham: 508-270-4059

## Disability Resources

[aac@massbay.edu](mailto:aac@massbay.edu)

Wellesley Hills: 781-239-2234

Framingham: 508-270-4267

## Financial Aid Office

[finaid@massbay.edu](mailto:finaid@massbay.edu)

Wellesley Hills: 781-239-2600

Framingham: 508-270-4010

## Office of the Registrar

[registrar@massbay.edu](mailto:registrar@massbay.edu)

Wellesley Hills: 781-239-2550

Framingham: 508-270-4050

## Placement Testing

[aac@massbay.edu](mailto:aac@massbay.edu)

Wellesley Hills & Framingham: 781-239-2620

## Student Accounts Office

[studentaccounts@massbay.edu](mailto:studentaccounts@massbay.edu)

Wellesley Hills & Framingham: 781-239-2540

## Student Development

[studentdevelopment@massbay.edu](mailto:studentdevelopment@massbay.edu)

Wellesley Hills: 781-239-3142

Framingham: 508-270-4014

## Student Orientation and Registration (SOAR)

[soar@massbay.edu](mailto:soar@massbay.edu)

Wellesley Hills & Framingham: 781-239-2721

## Veterans and Military Services

All campuses: 781-239-3142

[www.massbay.edu/veterans](http://www.massbay.edu/veterans)

## Wellesley Hills Campus Bookstore

Wellesley Hills: 781-239-2650

[www.massbayshop.com](http://www.massbayshop.com)

## Framingham Campus Bookstore

Framingham: 508-270-4150

[www.massbayframinghamshop.com](http://www.massbayframinghamshop.com)



## Wellesley Hills Campus

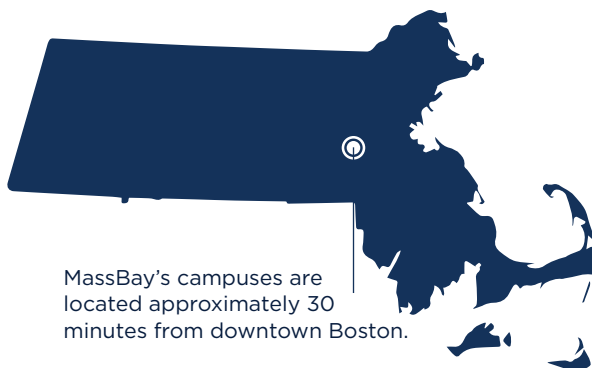
50 Oakland Street  
Wellesley Hills, MA 02481

## Framingham Campus

19 Flagg Drive  
Framingham, MA 01702

## Ashland Campus

250 Eliot Street  
Ashland, MA 01721



MassBay's campuses are  
located approximately 30  
minutes from downtown Boston.

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