

BUSINESS



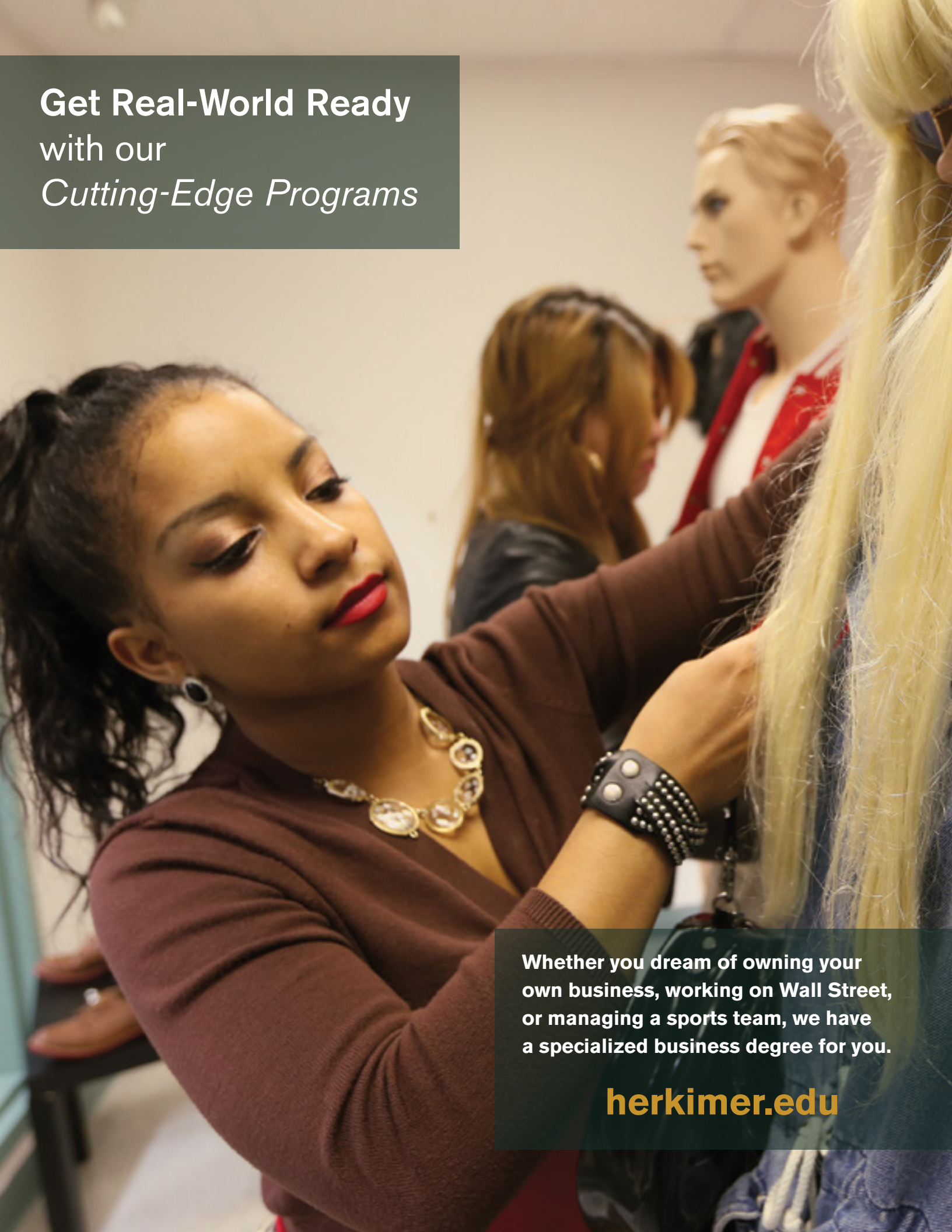
Herkimer

THE STATE UNIVERSITY OF NEW YORK



Chart your course to success.



A woman with dark hair in a ponytail, wearing a brown long-sleeved top, a gold necklace, and a black wristband, is styling the hair of a blonde mannequin. In the background, another woman is working on a mannequin, and a mannequin with blonde hair is visible. The scene is set in a classroom or workshop.

**Get Real-World Ready**  
with our  
*Cutting-Edge Programs*

Whether you dream of owning your own business, working on Wall Street, or managing a sports team, we have a specialized business degree for you.

**herkimer.edu**

## Accounting A.A.S.\*

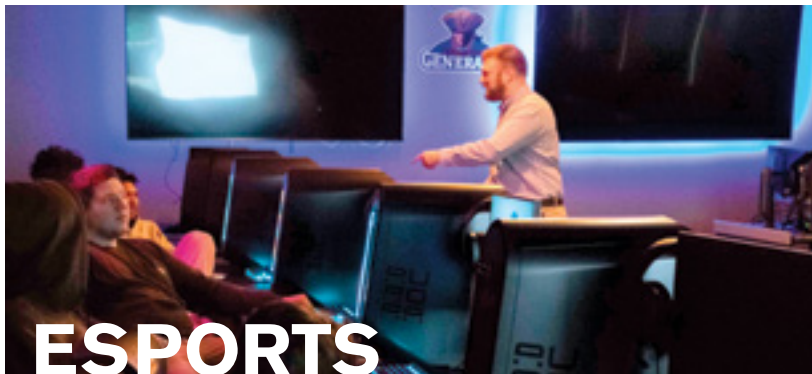
Get ready to start your career as an accountant or transfer to a four-year college. The job market for accountants is expected to grow 10% before 2026, which is faster than the average for all jobs. Exciting opportunities await!

## Business Administration A.A.S. and A.S.\*

Get ready for a solid business foundation that sets you up for success. Whether you want to jump right into work or keep studying, our program teaches you important management principles, covers essentials in accounting, marketing, and computer tech, and helps you improve your communication skills.

## Esports Management A.A.S.

The gaming industry is booming and needs professionals who love competitive gaming, know their tech and have business acumen. Our new degree focuses on esports management. After graduating, you can keep studying or land careers in events management, broadcasting, public relations, marketing, and more.



**ESPORTS** is exploding in popularity and is expected to grow faster than any other sport. This means there will be more opportunities for managers to support game developers and cater to the growing audience of gamers.

Our expert, dedicated instructors focus on *you* because your experience should be as unique as you are.



“It is rewarding to see students mature during their time at Herkimer. I love hearing from students after they have graduated and knowing that they are doing well at their next school or in the workforce. I think the faculty and staff at Herkimer go out of their way to be friendly and helpful. They genuinely care about the school and the students.”

– Amy Getman, Associate Professor, Accounting; and 2023 Genesis Group Outstanding Educator award recipient



“The practical knowledge gained from business and marketing courses at Herkimer has been most useful in my career, along with the skills of effective communication and leadership.”

– Kailey Sweet '18, Project Manager, Universal Language Solutions

Kailey Sweet, a Business Administration A.A.S. major, founded Liberty Translations and Interpreters in 2019 and quickly scaled the company to gross over half a million dollars in the first year. She served as chief financial officer until she transitioned into a shareholder in 2022.





“ My time at Herkimer College inspired me to really pursue my dreams in the fashion industry. My professor was an amazing, inspiring, creative industry professional who taught me so much.”

– Daisha Bates '17, Fashion Buying and Merchandising A.A.S.

Daisha earned her bachelor's degree in Fashion and Textile Technology, with a concentration in Fashion Merchandising, at Buffalo State University. She was a stylist and shopper for Rue Gilt Groupe and is now a freelance personal stylist, shopper, and consultant.



“Our Fashion program is unique because we don't expect students to come in knowing exactly what they want to do. We only ask that they be curious about fashion and ready to work hard. My aim is not to just teach fashion, but to incorporate holistic education in order to develop scholars who think critically about fashion and how it relates to the consumer lifestyle.”

– Alesha Bowman, Assistant Professor, Fashion Buying & Merchandising

## **Fashion Buying & Merchandising A.A.S.**

Join a lively and creative community of fashion enthusiasts. In just two years, you'll be ready for exciting careers like personal stylist, retail sales manager, fashion buyer assistant, and more. You'll also get a solid business foundation and take a range of liberal arts classes. Our grads have gone on to study at top fashion schools like Fashion Institute of Technology (FIT) in New York City.



## **FASHION CLUB**

**Get ready to immerse yourself in the world of fashion! Join our fashion club and embark on field trips to hotspots like New York City. Take part in organizing our renowned annual fashion show and sharpen your visual presentation talents.**



## Human Resource Management A.A.S.\*

Master the art of human resources, from employee benefits to recruitment and job analysis. You'll become a pro at job evaluations, crafting descriptions, managing compensation, and tackling labor laws and safety issues. Take your HR career to the next level by continuing your education at top-level schools. Start your journey here!

## Marketing A.A.S.\*

Get ahead in the fast-paced marketing world. Learn essential principles and the latest industry practices for a range of exciting job opportunities. From market research to advertising and strategic planning, graduate with the knowledge and skills to thrive in this expanding field.

## Quality Assurance – Business A.S.\*

Get ready to master quality management skills. Explore concepts of quality assurance and control while developing the ability to excel in management or technician roles across industries like manufacturing, healthcare, and food production. Transfer options are available with top-tier colleges and universities.

## Small Business Management A.A.S. and Certificate\*

Be your own boss with our Small Business Management program. Learn to write a solid business plan, use business software, and organize different types of businesses. It's the perfect launchpad for starting your own business or landing entry-level management positions.

Get specific skills in just one year with our certificate program. No need to commit to a two-year plan. After completing the certificate, you can decide if you want to continue for an extra year to finish your degree. Customize your education and get ahead!



“My two main concentrations of subject areas are marketing and management. These areas of study directly impact the success or failure of organizations in our world. It’s exciting for the students to observe current businesses using the techniques that they are studying. The most rewarding part of teaching is when I see students discover how all the pieces fit together and how what they have learned is actually used in the work world.”

– Steven Boucher, Assistant Professor,  
Business



“It’s the culture of the school, the relationships, and the personal aspect that really make Herkimer stand out.”

– Frank Elias '88, Owner/Operator,  
Utica Coffee Roasting Company





## Sports & Recreation Management A.A.S.

Gain practical knowledge and skills for entry-level positions in public and private recreational facilities. Our program covers business, health, recreation, and liberal arts, opening doors to careers in resorts, fitness centers, parks, and more. Transfer options are available to top private and SUNY colleges and universities.



## Supply Chain Management A.A.S.\*\*

Get ready to meet the demand and increase your income! Our program equips you with essential skills for various roles in logistics and supply chain management, like purchasing, transportation, inventory, and warehousing. Master critical business functions for a streamlined supply chain and compliance.

## Logistics Management Essentials Microcredential

For a quick start, check out our 12-credit, online Logistics microcredential. We offer foundational courses to build industry knowledge. You have the option to continue to earn your A.A.S. degree.

\*Program is offered both on campus and online.

\*\*Some courses are offered only online.



[www.herkimer.edu/business](http://www.herkimer.edu/business)

## CAREER SERVICES

We will help you explore careers and get hired. Our services are free of charge and include:

- Career assessments
- Resume writing assistance
- Professional development workshops
- Employment coaching
- Internships
- Career fairs
- Online job posting board

We participate with *Handshake* - connecting students with employers online.

**Handshake**

## ONLINE LEARNING

Herkimer College is a leading provider of online learning. We currently offer 21 full degree programs, four certificate programs, and one microcredential entirely online. Digital learning lets you complete your education around your schedule. You will also have easy access to support services such as tutoring, advisement, accessibility services, and more.

**GO**  
GENERALS ONLINE





## Transfer Opportunities

With more than 160 transfer agreements, you can transfer credits and enjoy junior status at top four-year private and SUNY colleges and universities.

Visit [herkimer.edu/transfer](https://herkimer.edu/transfer)





# Herkimer

THE STATE UNIVERSITY OF NEW YORK

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ELECTRONIC SERVICE REQUESTED

[herkimer.edu/social](https://herkimer.edu/social)



**90%**

of first-time, full-time students receive some form of financial aid.



**We consistently rank among the top two-year colleges for graduation and transfer rates.  
Start strong and achieve your academic goals with us!**