Program Overview
The Business Management program students will acquire a broad-based business background. Business managers are found in a wide variety of settings in virtually every sector of the economy. Students gain a background to enable them to make sound business decisions. Areas of study include accounting and budgeting, human resources, finance, marketing, law, planning, supervision, and business technology. Communication, math, and leadership skills are developed throughout the program. Electives in the program provide an opportunity for students to customize the degree to specific career interests.

Student Profile
When you enter this program, you should be able to:

• Work well with others individually and in groups
• Assume responsibility and have sound, ethical judgment
• Communicate well both verbally and in writing
• Organize in an accurate and detailed manner
• Use technology
• Handle pressure and multiple tasks
• Learn new ideas, methods, and concepts
• Learn through a variety of delivery methods

Preparation for Admission
The following experiences will help you prepare for this program:

• High school or previous coursework in business and mathematics
• Communication skills
• Working with technology including computers and software
• Work experience in any setting
• Interest in the overall aspects of company management

Program Outcomes
Employers will expect you, as a graduate of the program, to be able to:

• Apply concepts, methods, processes, and functions of management to business operations
• Implement basic accounting, budgeting, and financial skills
• Communicate business information effectively to a variety of audiences using a variety of formats
• Analyze information to assist in problem solving and decision making to support the organization
• Establish and maintain effective working relationships
• Utilize technology to address business situations
• Manage change effectively

Career Outlook
After completing this program, you will be ready for your career in a variety of settings such as:

• Assistant manager
• Manager
• Management trainee
• Department manager
• Branch manager
• Business manager
• Store manager
• Operations Assistant
• Coordinator
• Owner
• Entrepreneur
• Lead

Curriculum

<table>
<thead>
<tr>
<th>Number</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>10101101</td>
<td>Financial Accounting 1</td>
<td>4</td>
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<tr>
<td>10101106</td>
<td>Computerized Accounting ▲</td>
<td>3</td>
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<tr>
<td>10101184</td>
<td>Business Finance and Budgeting</td>
<td>3</td>
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<tr>
<td>10102107</td>
<td>Principles of Finance</td>
<td>3</td>
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<tr>
<td>10103103A</td>
<td>MS Word A</td>
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<td>10103106</td>
<td>MS PowerPoint</td>
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<td>10103123A</td>
<td>MS Access A</td>
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<tr>
<td>10103124</td>
<td>MS Excel</td>
<td>2</td>
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<tr>
<td>10103128</td>
<td>Introduction to Computers - Windows</td>
<td>1</td>
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<tr>
<td>10104102</td>
<td>Marketing Principles</td>
<td>3</td>
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<tr>
<td>10105100</td>
<td>Introduction to Business</td>
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<tr>
<td>10105125</td>
<td>Business Law</td>
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<td>10196157</td>
<td>Strategic Planning</td>
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<td>10196108</td>
<td>Customer Service</td>
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<td>10196188</td>
<td>Project Management</td>
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<td>10196191</td>
<td>Supervision</td>
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<td>10196193</td>
<td>Human Resource Management</td>
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<tr>
<td>10104198</td>
<td>Managing Human Resources ▼</td>
<td>3</td>
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Program Requirements: 66

- This course requires a prerequisite and/or corequisite, and must be completed with a grade of “C-” or better.
- Appropriate placement score or Introduction to College Writing course required.

Financial Aid Eligible

Offered at:
Ashland
New Richmond
Rice Lake
Superior

800.243.9482 witic.edu
Programs and Course Descriptions

**Course Descriptions**

10101101
Financial Accounting 1 - Credits: 4
Complete accounting cycle, special journals, payroll tax principles, special procedures, and financial statements. Accounting applications through practice set approach.

10101106
Computerized Accounting - Credits: 3
Students learn to computerize the basic accounting systems (general ledger, accounts payable, accounts receivable, payroll) and review accounting terminology in relation to data processing. PREREQUISITES: 10101101 Financial Accounting 1 or 10101115 Accounting Principles.

10101184
Business Finance and Budgeting - Credits: 3
In Business Finance and Budgeting, the learner applies the skills necessary to achieve an understanding of the financial aspects of business. Each learner will demonstrate application of financial statement interpretation, analysis, forecasting, budgeting, and expense control relevant to the nonfinancial manager.

10102107
Principles of Finance - Credits: 3

10103103A
MS Word A - Credits: 1
Students will learn word processing using MS Word. Credit A activities will include creating, editing, saving, formatting, printing, and other basic MS Word features.

10103106
MS PowerPoint - Credits: 1
A complete presentation graphics course that allows you to produce professional-looking presentations. It gives you the flexibility to make informal presentations using overhead transparencies, electronic presentations, formal presentations using 35mm slides, or virtual presentations. Additionally, you can create paper printouts, outlines, speaker notes, and audience handouts.

10103123A
MS Access A - Credits: 1
Learners create, edit, sort, and query a database. They also learn how to create and print basic forms and reports.

10103124
MS Excel - Credits: 2
Students will learn to use MS Excel. Credit A activities will include creating, editing, saving, formatting, printing, performing calculations, and enhancing worksheets through charts. Credit B activities will include using advanced features of formulas, object linking and embedding, multiple worksheets, 3-D references, macro basics and database basics.

10103128
Introduction to Computers - Windows - Credits: 1
Learners will gain knowledge about basic operations of a computer and the Windows operating system. Emphasis will be placed on file management and disk maintenance in a network environment.

10104102
Marketing Principles - Credits: 3
This course focuses on the marketing process as it relates to the operation of a business enterprise. The intent is to provide students with an understanding of how the marketing function fits within the overall structure of the organization. Special attention is given to the role and significance of evaluating customer needs, pricing, distribution, and promotion of products and services.

10105100
Introduction to Business - Credits: 3
This is an introductory course designed to develop an understanding of the activities, functions, and principles of business enterprises. The course helps to gain insight into the responsibilities and challenges of operating a business. Emphasis is on the interaction of the various functions required to operate businesses of all sizes. Specifically, the areas of business trends, ownership models, leadership, human resources, marketing, information management, and finance will be explored.

10105125
Business Law - Credits: 3
Business Law provides the student with a working knowledge of the legal system, business ethics, and essentials of contracts. Students gain knowledge in logical and analytical thinking, and are encouraged to challenge legal issues and defend their point of view.

10106157
Strategic Planning - Credits: 1
Analyze current business strategy, recognize trends, develop vision and mission statements, identify benchmarks, measure business against benchmarks, recommend future directions.

10196108
Customer Service - Credits: 1
This course examines customer service as it relates to organizational quality. It addresses service models for internal and external customers, systems and strategies applied to customer service, and tools and techniques for gathering customer feedback and handling complaints.

10196188
Project Management - Credits: 3
In Project Management, the learner applies the skills and tools necessary to design, implement, and evaluate formal projects. Each learner will demonstrate the application of the role of project management, developing a project proposal, use of relevant software, working with project teams, sequencing tasks, charting progress, dealing with variations, budgets and resources, implementation, and assessment.

10196191
Supervision - Credits: 3
In Supervision, the learner applies the skills and tools necessary to perform the functions of a frontline leader. Each learner will demonstrate the application of strategies and transition to a contemporary supervisory role including day-to-day operations, analysis, delegation, controlling, staffing, leadership, problem solving, team skills, motivation, and training.

10196193
Human Resource Management - Credits: 3
In Human Resource Management, the learner applies the skills and tools necessary to effectively value and apply employees’ abilities and needs to organization goals. Each learner will demonstrate the application of the supervisor’s role in contemporary human resources management, impacts of EEOC, writing job descriptions, recruitment, selection, conducting job interviews, orientation, developing policies and procedures, training, performance management, employee counseling and development, and effective use of compensation and benefit strategies.

10104198
Managing Human Resources - Credits: 3
Introduces the functions of Human Resource Management in the legal and social context of today’s dynamic business environment. Topics include human resource development, employee selection, performance, appraisal, compensation, training, labor relations, affirmative action, and career management.

**Graduate Employment Information**

Business Management is a new WITC program. No graduate follow-up information is currently available. For the latest Occupational Outlook Handbook, which includes working conditions, employment, and earnings for careers in Management and business and financial operations occupations, visit the U.S. Department of Labor Web site:


800.243.9482  witc.edu