

## 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.

Offered at:



**Ashland**  
**New Richmond**  
**Rice Lake**  
**Superior**

## 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

Number	Course Title	Credits
<b>Technical Studies Courses</b>		
10101101	Financial Accounting 1	4
10101106	Computerized Accounting ▲	3
10101184	Business Finance and Budgeting	3
10102107	Principles of Finance	3
10103103A	MS Word A	1
10103106	MS PowerPoint	1
10103123A	MS Access A	1
10103124	MS Excel	2
10103128	Introduction to Computers - Windows	1
10104102	Marketing Principles	3
10105100	Introduction to Business	3
10105125	Business Law	3
10196157	Strategic Planning	1
10196108	Customer Service	1
10196188	Project Management	3
10196191	Supervision	3
10196193	Human Resource Management	3
10104198	Managing Human Resources	3
		<b>39</b>

## General Studies Courses

10801195	Written Communication ♦	3
10801197	Technical Reporting ▲	3
10801198	Speech	3
10804123	Math with Business Applications	3
10809144	Macroeconomics	3
10809196	Introduction to Sociology	3
10809198	Introduction to Psychology	3
		<b>21</b>

ELECTIVES 6

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.

# 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

The Principles of Finance course concentrates its study on the financial management of business. Students analyze profitability, cash flow, long-term investment decisions, long-term financing decisions, short-term working capital management, mergers, acquisitions, and business failure.

## 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.

## 10196157

### 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: <http://www.bls.gov/oco/oco1001.htm>.

*career vision*