

## **BUSINESS MANAGEMENT**

**Associate in Applied Science (AAS) Program Code: 10-102-3 Total Credits: 64-65** 

Mid-State's Business Management program provides a broad business background that prepares individuals to work in middle management or run a business. Students develop general technical and interpersonal skills related to management, finance, operations, customer service management, ethics, and much more. Guest speakers, field trips, business tours, and professional organization presentations are combined with hands-on simulations, mock interviews, and projects for local businesses.

Estimated tuition and fees: mstc.edu/programcosts

#### **ACADEMIC ADVISOR**

To schedule an appointment with an academic advisor, call 715.422.5300. Academic advisors will travel to other campuses as necessary to accommodate student needs. For more information about advising, visit mstc.edu/advising.

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This section will be completed when meeting with your academic advisor.

- ☐ FAFSA (www.fafsa.gov)
- ☐ Financial Aid Form(s)

Form(s):

☐ Follow-Up Appointment:

Where: \_\_\_\_\_

When: With:

- Official Transcripts Mid-State Technical College Student Services Assistant 1001 Centerpoint Drive Stevens Point, WI 54481
- ☐ Other:

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mstc.edu • 888.575.6782 • TTY: 711

**ADAMS CAMPUS** 401 North Main Adams, WI 53910 MARSHFIELD CAMPUS 2600 West 5th Street Marshfield, WI 54449

STEVENS POINT CAMPUS 1001 Centerpoint Drive Stevens Point, WI 54481

WISCONSIN RAPIDS CAMPUS 500 32nd Street North

MID-STATE

Wisconsin Rapids, WI 54494

### **CAREER PATHWAY • BEGIN AT ANY POINT**









#### CREDIT FOR PRIOR LEARNING AND EXPERIENCE

- Certifications and Licenses
- High School Credit
- Military Experience
- National/Standardized Exams
- Transfer Credit
- Work and Life Experience

Learn about Credit for Prior Learning at mstc.edu/cpl.



#### BUSINESS SKILLS

Certificate • 9 Credits

FUNDAMENTALS
OF BUSINESS
ADMINISTRATION

Certificate • 9 Credits

HUMAN RESOURCES FOUNDATIONS

Certificate • 9 Credits

SMALL BUSINESS ENTREPRENEURSHIP

Certificate • 9 Credits

Certificate • 9 Credits

For more information and additional opportunities, visit mstc.edu/career-accelerator.



#### **CUSTOMER RELATIONSHIP PROFESSIONAL**

Technical Diploma • 12 Credits

#### **Start Your Career**

- · Call Center Agent
- Customer Care Representative
- Customer Service Representative

#### **HUMAN RESOURCES ASSISTANT**

Technical Diploma • 32 Credits

#### **Start Your Career**

- HR Generalist
- HR Recruitment Coordinator
- Job Analyst

#### **ENTREPRENEUR**

Technical Diploma • 16 Credits

#### **Start Your Career**

- Business Owner
- Entrepreneur
- Founder/CEO

#### **OFFICE SUPPORT SPECIALIST**

Technical Diploma • 32 Credits

#### **Start Your Career**

- Administrative Assistant
- Office Assistant
- Receptionist

ASSOCIATE IN APPLIED SCIENCE (AAS)

#### **BUSINESS MANAGEMENT**

Associate in Applied Science (AAS) • 64-65 Credits

#### **Start Your Career**

- Account Executive
- Department Supervisor
- Office Manager



#### **BACHELOR'S DEGREE OPTIONS**

Arizona State University, Bellevue University, Colorado State University Global, Concordia University, Franklin University, Grand Canyon University (GCU), Herzing University, Lakeland University, Milwaukee School of Engineering (MSOE), Mount Mary University (MMU), Northern Michigan University, University of Maryland Global, University of Phoenix, UW-Green Bay, UW-Oshkosh, UW-Stevens Point, UW-Stevens Point at Marshfield, UW-Stout, UW-Whitewater, Viterbo University, Western Governor's University, and Wisconsin Private-Nonprofit Universities/Colleges.

For more information and additional opportunities, visit mstc.edu/transfer.

# OTHER OPTIONS

#### **RELATED PROGRAMS**

• Human Resources • Project Management • Leadership Development

#### **OUTCOMES**

Employers will expect you, as a Business Management graduate, to be able to:

- Plan the operations of a business across functional areas.
- Organize resources to achieve the goals of the organization.
- Direct individuals and/or processes to meet organizational goals.
- · Control business processes.

#### **TECHNICAL SKILLS ATTAINMENT**

The Wisconsin Technical College System (WTCS) has implemented a requirement that all technical colleges measure outcomes attained by students. This requirement is called Technical Skills Attainment (TSA). The main objective of TSA is to ensure graduates have the technical skills needed by employers. Business Management outcomes are measured in the TSA-designated course Business Decision Making.

#### STUDENT HANDBOOK

Visit **mstc.edu/studenthandbook** to view Mid-State's student handbook, which contains information about admissions, enrollment, appeals processes, services for people with disabilities, financial aid, graduation, privacy, Mid-State's Student Code of Conduct, and technology.

#### **GRADUATION REQUIREMENT**

The GPS for Student Success course is required for all Mid-State program students and is recommended to be completed before obtaining 12 credits. (Not counted in the total credit value for this program.) Some students are exempt from this requirement. Please see your program advisor for more information.

## GPS for Student Success 10890102 ......1 credit

Integrate necessary skills for student success by developing an academic plan, identifying interpersonal attributes for success, adopting efficient and effective learning strategies, and utilizing Mid-State resources, policies, and processes. This course is recommended to be completed prior to obtaining 12 credits and is a graduation requirement unless you receive an exemption from your program advisor.

#### **ADDITIONAL COURSES AS NEEDED**

The following courses may be recommended or required if the student does not achieve minimum Accuplacer scores.

### College Reading and Writing 1

Provides learners with opportunities to develop and expand reading and writing skills to prepare for college-level academic work. Students will employ critical reading

strategies to improve comprehension, analysis, and retention of texts. Students will apply the writing process to produce well-developed, coherent, and unified written work.

### Pre-Algebra

10834109 ......3 credits

Provides an introduction to algebra. Includes operations on real numbers, solving linear equations, percent and proportion, and an introduction to polynomials and statistics. Prepares students for elementary algebra and subsequent algebra-related courses.

#### SAMPLE FULL-TIME CURRICULUM OPTION

Term	16 cr	edits
10102101	Intro to Business 🗷	3
10102231	Business Networking	1
10106106	Quality Customer Service	3
10196190	Leadership Development <b>Z</b> -or-	_
10102138	Organizational Behavior	3
10801195	Written Communication & -or-	7
10801136 10801198	English Composition 1 🕏	3
10801196	Oral/Interpersonal Communication	3
10001130	Oral, interpersonal communication E	J
Term	16 cr	edits
10101140	Accounting 1 2 -or-	
10102121	Finance and Budgeting 🗹	3
10102230	Business Communities	1
10103106	Microsoft Office-Introduction &	3
10104102	Marketing Principles   Chille	3
10106190	Professional Business Skills	3 3
10196189	Team Building & Problem Solving	3
Term	16-17 cr	edits
10102110	Employment Law	3
10102233	Negotiation Skills	1
10196191	Supervision 🗹	3
10196193	Human Resource Management	3
10804107	College Mathematics 🕝	3
1000 4110	-or-	4
10804118	Intermediate Algebra with Applications & -or-	4
10804189	Introductory Statistics 🗷	3
10809196	Intro to Sociology & -or-	3
10809122	Intro to American Government & -or-	
10809172	Introduction to Diversity Studies 🗷	3
Torm	16 av	dita
<b>Term</b> 10102104	Business Law &	3
10102160	Business Decision Making	3
10102132	Entrepreneurial Foundations	1
10196192	Managing for Quality	3
10809188	Developmental Psychology & -or-	
10809198	Intro to Psychology 🗹	3
10809195	Economics 🗹	3
	Total credits 6	4-65
	iotai credits 6	4-03

This course has options available to receive credit for prior learning (CPL) or work experience. Visit the website at mstc.edu/cpl or contact your advisor for details.

#### Please Note:

- This curriculum sequence is only for student planning. Actual student schedules will vary depending on course availability.
- Program completion time may vary based on student scheduling and course availability. For details, go to mstc.edu/schedule.

#### SAMPLE PART-TIME CURRICULUM OPTION

Term	7	credits
10102101	Intro to Business 🗷	3
10102231 10801198	Business Networking Speech <b>g</b> - <b>or</b> -	1
10801196	Oral/Interpersonal Communication	3
Term	9	credits
10106106	Quality Customer Service	3
10196190 10102138	Leadership Development & -or- Organizational Behavior &	3
10801195	Written Communication & -or-	3
10801136	English Composition 1 🗷	3
Term	7	credits
10101140	Accounting 1 2 -or-	Cicuito
10102121	Finance and Budgeting 🗹	3
10102230	Business Communities	1
10196189	Team Building & Problem Solving	3
Term	9	credits
10103106	Microsoft Office-Introduction 🗹	3
10104102 10106190	Marketing Principles & Professional Business Skills	3 3
10100150		
Term	-	credits
10102110 10102233	Employment Law Negotiation Skills	3 1
10809196	Intro to Sociology & -or-	•
10809122	Intro to American Government 🗹 -or-	_
10809172	Introduction to Diversity Studies 🗹	3
Term		credits
10196191	Supervision 🗹	3
10196193 10804107	Human Resource Management College Mathematics &	3
1000 1107	-or-	3
10804118	Intermediate Algebra with Application -or-	s <b>c</b> 4
10804189	Introductory Statistics 🗹	3
Term	9	credits
10102104	Business Law 🗹	3
10196192	Managing for Quality	3
10809188	Developmental Psychology & -or- Intro to Psychology &	3
<b>Term</b> 10102160		credits
10102160	Business Decision Making Entrepreneurial Foundations	3 1
10809195	Economics &	3
	Total credit	s 64-65
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MULTIPLE MEASURES						
<b>Multiple Measures Writing (MMW):</b> High school GPA of 2.6 and successful completion of 2.0 credits of high school writing courses with a "C" or better	<b>Multiple Measures Reading (MMR):</b> High school GPA of 2.6 and successful completion of 2.0 credits of high school literature courses with a "C" or better					
Multiple Measures Math 1 (MMM_1): High school GPA of 2.6 and successful completion of 1.0 credits of high school math (Algebra 1 or equivalent) with a "C" or better	Multiple Measures Math 2 (MMM_2): High school GPA of 2.6 and successful completion of 2.0 credits of high school math including Algebra 1 and Algebra 2 with a "C" or better					
Multiple Measures Science 1 (MMS_1): High school GPA of 2.6 and successful completion of 1.0 credits of high school lab science course with a "C" or better	Multiple Measures Science 2 (MMS_2): High school GPA of 2.6 and successful completion of 1.0 credits of high school chemistry with a "C" or better					

Past high school and college transcripts are used in making course placement decisions.

### Accounting 1 2

#### 10101140.....3 credits

A beginning course designed especially for majors or those who need a strong foundation in accounting principles. Develops the accounting cycle of journaling, posting, adjusting, closing, and reporting. Also emphasizes service and merchandising sole proprietorships in developing the accounting cycle. Explores issues for accounting for cash. accounts and notes receivable, inventories, and fixed assets.

#### **Business Communities**

#### 10102230 .....1 credit

This course provides students with a comprehensive understanding of how different business communities operate, how they contribute to economic ecosystems, and how learners can participate effectively. This course will explore the dynamics, structures, and strategies involved in various professional associations, including local, global, industry-specific, and online communities.

### **Business Decision Making**

#### 10102160 ......3 credits

Develops skill to enable students to make individual decisions and participate in and facilitate group decisions in pursuit of the goals and objectives of an organization. Students analyze decision-making environments; employ a systematic decision-making process; use creative and analytic thinking tools for information gathering and analysis; employ ethical and social standards; contribute in group decision-making; and facilitate the group decisionmaking process.

Prerequisites: Nine core credits from a 102, 103, 109, 196, or 623 program code

#### Business Law &

#### 10102104.....3 credits

Introduces the basic foundation of laws and regulatory systems applicable to the business environment. Students examine the UCC, contract torts, agency law, and business and cybercrime. Students apply business legal theory in conjunction with ethical decision making through practical application.

### **Business Networking**

#### 10102231......1 credit

This course will equip students with the knowledge. strategies, and practical techniques to build, nurture, and leverage professional relationships for personal and organizational success. Through a combination of classroom instruction, interactive exercises, and simulated practice, this course will empower students to enhance their networking abilities, expand their professional circles, and create valuable connections.

### College Mathematics &

#### 10804107 .....3 credits

This course is designed to review and develop fundamental concepts of mathematics in the areas of algebra, geometry, trigonometry, measurement and data. Algebra topics emphasize simplifying algebraic expressions, solving linear equations and inequalities with one variable, solving proportions and percent applications. Geometry and trigonometry topics include; finding areas and volumes of geometric figures, applying similar and congruent triangles, applying Pythagorean Theorem, and solving right triangles using trigonometric ratios. Measurement topics emphasize the application of measurement concepts and conversion techniques within and between U.S. customary and metric system to solve problems. Data topics emphasize data organization and summarization skills, including: frequency distributions, central tendency, relative position and measures of dispersion. Special emphasis is placed on problem solving, critical thinking and logical reasoning, making connections, and using calculators. Prerequisite: High School GPA of 2.6 and MMM\_1 or Accuplacer

Arithmetic of 250 and QAS 234 or ACT Math score of 17 or Pre-Algebra 10834109 with a "C" or better

#### Developmental Psychology & 10809188.....3 credits

Studies human development throughout the lifespan and explores developmental theory and research with an emphasis on the interactive nature of the biological, cognitive, and psychosocial changes that affect the individual from conception to death. Application activities and critical thinking skills enable students to gain an increased knowledge and understanding of themselves and others. Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

## **Economics C**

#### 10809195 .....3 credits

Provides an overview of how a market-oriented economic system operates and surveys the factors that influence national economic policy. Basic concepts and analyses are illustrated by reference to a variety of contemporary problems and public policy issues. Concepts include scarcity, resources, alternative economic systems, growth, supply and demand, monetary and fiscal policy, inflation, unemployment and global economic issues. Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

### **Employment Law**

#### 10102110.....3 credits

Introduces a broad scope of employment laws and provides the opportunity to apply these laws to the employment arena. Includes laws relating to anti-discrimination, including the Civil Rights Act, ADEA, and ADA; wage and hour regulation, including FLSA; employer-provided pensions, including ERISA; health insurance, including COBRA and ACA; and unemployment and worker's compensation insurance.

### English Composition 1 2

10801136 .....3 credits

Learners develop and apply skills in all aspects of the writing process. Through a variety of learning activities and written documents, learners employ rhetorical strategies, plan, organize and revise content, apply critical reading strategies, locate and evaluate information, integrate and document sources, and apply standardized English language conventions.

Prerequisite: High School GPA of 2.6 and MMW or Accuplacer Writing of 262 or ACT English score of 20 or completion of College Reading and Writing 1 10831104 with a "C" or better

### **Entrepreneurial Foundations**

10102232.....1 credit

Learners study entrepreneurial practices by exploring components of a startup business plan. This includes comparing ways of going into business as well as developing marketing, legal, financial, products/services, management, and operations plans for a small business of their choice.

### Finance and Budgeting 🗹

10102121 ......3 credits

For the nonfinancial manager, this course introduces the language of accounting, finance, and budgeting. Provides an overview of the use and analysis of financial statements. Business planning and the foundations and development of budgets are explored. Business financing basics and the securing of necessary financing for a business are covered. Practical application of financial statement creation and analysis, budgetary activities, and finance calculations are included.

#### **Human Resource Management** 10196193.....3 credits

Applies skills and tools necessary to perform human resource functions in an organization. Each learner demonstrates skill in following EEOC laws; writing job descriptions; recruiting, selecting, and orienting employees; developing policies and procedures; developing and conducting training; designing performance appraisal plans; developing employee development plans; and selecting compensation and benefit strategies.

Prerequisite: Nine core credits from a 101, 102, 103, 109, 196, or 623 program code.

#### Intermediate Algebra with Applications & 10804118 ...... 4 credits

This course offers algebra content with applications. Topics include properties of real numbers; order of operations; algebraic solution for linear equations and inequalities; operations with polynomial and rational expressions; operations with rational exponents and radicals; and algebra of inverse, logarithmic, and exponential functions. Prerequisite: High School GPA of 2.6 and MMM\_1 or Accuplacer Arithmetic of 263 and QAS 234 or ACT Math score of 19 or QAS of 245 or Pre-Algebra 10834109 with a "C" or better

### Intro to American Government &

10809122.....3 credits

Introduces American political processes and institutions. Focuses on rights and responsibilities of citizens and the process of participatory democracy. Learners examine the complexity of the separation of powers and checks and balances. Explores the role of the media, interest groups, political parties, and public opinion in the political process. Also explores the role of state and national government in our federal system.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

### Intro to Business &

10102101.....3 credits

An introduction to what a business is, how it operates, and how it is managed. Students identify forms of ownership and the processes used in production and marketing, finance, personnel, and management in business operations.

### Intro to Psychology 2

10809198 ......3 credits

This science of psychology course is a survey of multiple aspects of behavior and mental processes. It provides an overview of topics such as research methods, theoretical perspectives, learning, cognition, memory, motivation, emotions, personality, abnormal psychology, physiological factors, social influences, and development. Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

#### Intro to Sociology & 10809196 .....3 credits

Introduces students to the basic concepts of sociology: culture, socialization, social stratification, multi-culturalism, and the five institutions of family, politics, economics, religion, and education. Other topics include demography, deviance, technology, environment, social issues, social change, social organization, and workplace issues. Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

#### Introduction to Diversity Studies & 10809172.....3 credits

Learners develop and apply skills in all aspects of the writing process. Through a variety of learning activities and written documents, learners employ rhetorical strategies, plan, organize and revise content, apply critical reading strategies, locate and evaluate information, integrate and document sources, and apply standardized English language conventions.

Prerequisite: High School GPA of 2.6 and MMW or Accuplacer Writing of 262 or ACT English score of 20 or completion of College Reading and Writing 1 10831104 with a "C" or better

### Introductory Statistics &

10804189 .....3 credits

Students taking Introductory Statistics display data with graphs, describe distributions with numbers, perform correlation and regression analyses, and design experiments. They use probability and distributions to make predictions, estimate parameters, and test hypotheses. They draw inferences about relationships including ANOVA. Algebra knowledge and foundational skills in mathematics are important for success in this course. Prerequisite: High School GPA of 2.6 and MMM\_2 or Accuplacer

QAS 241 or ACT Math score of 19 or Pre-Algebra 10834109 or College Math 10804107 with a "C" or better

#### Leadership Development & 10196190 ......3 credits

Applies skills and tools necessary to fulfill his/her role as a modern leader. Each learner evaluates personal leadership effectiveness, use individual and group motivation strategies, implement mission and goals, demonstrate ethical behavior, adapt personal leadership style to worker readiness, use power, facilitate employee development, coach, manage change, and resolve conflict.

### **Managing for Quality**

10196192.....3 credits

Apply skills and tools necessary to implement and maintain a continuous improvement environment. Each learner will demonstrate the application of a personal philosophy of quality, identify stakeholder relationships, identify ways to meet/exceed customer expectations, apply a systemsfocused approach, use quality models and tools, manage a quality improvement project, and measure effectiveness of continuous improvement activities.

### Marketing Principles **☑**

10104102 ......3 credits

This course serves as an introduction to the fundamental marketing concepts used to apply marketing strategies to product development, distribution, pricing, and promotion of goods and services.

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10103106 ......3 credits

Develops introductory skills in the Microsoft Office Suite (Word, Excel, Access, PowerPoint, and Outlook) while reinforcing the students' knowledge of computer concepts, Windows Explorer, and web usage. This course prepares students for the Associate level MOS Certification exams for Word, Excel, PowerPoint, and Outlook, Students should possess basic keyboarding, mouse, and Windows 11 skills. Students may develop these skills in the Academic Learning Center while concurrently enrolled in this course.

#### **Negotiation Skills**

10102233.....1 credit

This course explores the principles, strategies, and practical applications of negotiation in a variety of contexts, from business transactions to interpersonal relationships. Learners will gain the confidence and expertise required to navigate complex negotiations successfully.

#### Oral/Interpersonal Communication & 10801196 ......3 credits

Focuses on developing effective listening techniques and verbal and nonverbal communication skills through oral presentation, group activity, and other projects. The study of self, conflict, and cultural contexts will be explored, as well as their impact on communication.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

### Organizational Behavior &

10102138.....3 credits

This course assists the learner in becoming a more effective co-worker, team member and organizational citizen through an understanding of the key principles of how people behave within organizations and in turn, predict and influence future behavior. As a result, the learner will analyze organizational structures, assess organizational culture, analyze leadership types and styles, apply conflict resolution strategies, explore power relationships, implement change management techniques, demonstrate effective team management and describe the ingredients of diversity as these aspects are related to people's behavior in organizations.

### **Professional Business Skills**

10106190.....3 credits

This course introduces critical technology and organizational skills for the modern workplace. Participants will learn calendar management and meeting scheduling, virtual and in-person meeting hosting, document formatting and filing, and presentation layout and design using industry-standard cloud-based applications. This course emphasizes practical applications to ensure participants can immediately apply their acquired skills in real-world scenarios.

#### **Quality Customer Service**

10106106.....3 credits

Addresses sensitivity in communicating with customers and co-workers. Includes international communications, teamwork, working relationships, and telephone skills.

#### Speech 2

10801198 ......3 credits

Explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process, form the basis of this course. Includes informative, persuasive, and occasion speech presentations. Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 253 and Writing of 262 or ACT of 21 Reading/19 English or completion of College Reading and Writing 1 10831104 with a "C" or better

### Supervision 🗹

#### 10196191 ......3 credits

Applies skills and tools necessary to perform the functions of a contemporary frontline leader. Students engage in operational planning, analyze organizational structures, review the staffing process, employ techniques to enhance employee personal and group effectiveness, and develop control techniques to measure effectiveness in the above areas.

## Team Building & Problem Solving 10196189 ......3 credits

Applies skills and tools necessary to facilitate problem solving in a team environment. Each learner assumes the roles and responsibilities of team leadership in the stages of team development, uses a systematic problem-solving process, and employs consensus-building and conflict-management strategies.

## Written Communication © 10801195 ......3 credits

Develops writing skills which include prewriting, drafting, revising, and editing. A variety of writing assignments are designed to help the learner analyze audience and purpose, research and organize ideas, and format and design documents based on subject matter and content. Also develops critical reading and thinking skills through the analysis of a variety of written documents.

Prerequisite: High School GPA of 2.6 and MMW or Accuplacer

Prerequisite: High School GPA of 2.6 and MMW or Accuplacer Writing of 262 or ACT English score of 20 or completion of College Reading and Writing 1 10831104 with a "C" or better