



Program Code 10-102-3
Expected Program Costs: \$11,000
Median Annual Salary: \$44,000

OVERVIEW

The Business Management program provides a broad business background that enables its graduates to work within operational units in a variety of businesses. The program develops general technical and interpersonal skills related to management, finance, operations, customer service, ethics, employment law and software that are required by service, retail, government and manufacturing organizations. Additionally, students must choose a specialization track for emphasis. Tracks available include management, entrepreneurship, quality and global business.

The Business Management program is offered at the Adams County Center and the Marshfield, Stevens Point and Wisconsin Rapids campuses. It is also available in an online environment. Courses are offered during both day and evening hours. Program courses are transferable to baccalaureate degree programs through a variety of transfer agreements.

PROGRAM 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

CAREER OPTIONS

Assistant Manager
Business Proprietor
Customer Service Specialist
Department Supervisor
Field Representative
Food Service Manager
Human Resource Assistant
Insurance Agent
Insurance Claims Adjuster
Insurance Claims Collector

POTENTIAL FOR ADVANCEMENT

Business Manager
Claims Supervisor
Compensation and Benefits Manager
Front Office Manager
General Manager
Health Service Manager
Human Resource Manager
Human Resource Recruiter
Insurance Underwriter
Operations Manager
Production Manager
Territory Manager

Potential advancement generally requires further education.

ADMISSIONS PROCEDURES

To apply to the Business Management program, please submit the following documents to the MSTC Admissions Office:

1. Complete an MSTC application form and return it with the \$30 non-refundable application fee.
2. Complete the Accuplacer or ACT test. Minimum scores required:
 - Reading-Accuplacer score of 55
 - Sentence Skills-Accuplacer score of 60
 - Math-Accuplacer score of 34
 - ACT equivalents for above scores are acceptable.

If a student does not meet the required test scores, they may retest or complete an identified structured course(s) in the Academic Support Center.

- Written Communication, courses in mathematics and some science courses have placement requirements. Please refer to the course description section in the back of the catalog, listed under General Education, for course specific information.
3. Submit an official copy of all academic transcripts, including high school, college or university and HSED/GED.

**Mid-State Technical College
Admissions
500 32nd Street North
Wisconsin Rapids, WI 54494**

PROGRAM COURSE DESCRIPTIONS

10101111 // 4 credits Accounting I

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

10101128 // 3 credits Managerial Accounting

Develops managerial and finance analytical and decision-making skills. Develops an appreciation of the financial statements as a framework for controlling the activities of a business entity, the ability to do financial statement analysis and forecasting, and make recommendations for appropriate courses of action based on the results. Examines the methodology and develops the skills to manage leverage, working capital, and long-term financing. Examines the American financial system and how the business entity functions within it. Develops an appreciation for the skills needed to determine the time value of money. Prepares cash flow, operating, and capital budgets.
Prerequisite: Accounting II 10101113

10102101 // 3 credits Intro to Business

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

10102103 // 3 credits Business Law & Ethics

This course will introduce the student to basic ethical theories and value systems; students will apply these perspectives to moral issues, problems, situations which arise within the business environment. Emphasis will be placed on how the applicable laws are being interpreted.

10102110 // 3 credits

Employment Law

Introduces a broad scope of employment laws and provides the opportunity to apply these laws to the employment arena. 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 unemployment and worker's compensation insurance will be covered.

10102117 // 3 credits

Business Finance

This course introduces the basic concepts needed for firms to efficiently control the flow of money within a business to balance profitability with risk. Students will determine the financial impact of quality programs on a company, analyze financial statements using ratio analysis and industry comparison data, determine break-even points and leverage for a company, compare alternatives for short and long-term financing, explore options for global financing, and prepare a cash budget and pro forma financial statements for a firm.

Prerequisite: Accounting I 10101111

10102120 // 3 credits

Customer Service Management

The learner applies the skills and tools necessary to manage and measure the customer service function. Learners will practice quality customer service, develop customer service plans, train and develop staff in quality customer service, measure the effectiveness of customer service and lead continuous improvement of customer service.

CURRICULUM

Business Management Core (32 credits)

10101111	Accounting I	4
10102101	Intro to Business -or-	
10102182	Business Operations	3
10102103	Business Law & Ethics -or-	
10105160	Business Law	3
10102117	Business Finance -or-	
10101128	Managerial Accounting	3
10102147	Principles of Management	3
10102180	International Business	3
10102199	Business Management Internship -or-	
10196191	Supervision	3
10103106	Microsoft Office-Introduction	3
10104102	Marketing Principles Elective	4

Specializations (select one) (15 Credits)

Business Management

10102110	Employment Law	3
10102160	Business Decision Making	3
10196193	Human Resource Management	3
10102120	Customer Service Management	3
10102131	Entrepreneurial Management	3

Entrepreneurship

10145185	Organizing Your Small Business	3
10145186	Financial Management for Your Small Business	3
10145187	Marketing Your Small Business	3
10145188	Entrepreneurial Service Management	3
10145189	Writing a Business Plan for Your Small Business	3

Global

10102160	Business Decision Making	3
10102183	Global Supply Chain Management	3
10102184	Global Trade Finance	3
10104185	Global Business Marketing	3
10196193	Human Resource Management	3

Quality Management

10196180	Applied Data Analysis	3
10196188	Project Management	3
10196189	Team Building & Problem Solving	3
10196192	Managing for Quality	3
10804189	Introductory Statistics	3

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CURRICULUM

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General Studies (21 credits)

10801195	Written Communication	3
10801196	Oral/Interpersonal Communication -or-	
10801198	Speech	3
10804107	College Mathematics	3
10809143	Microeconomics	3
10809144	Macroeconomics	3
10809122	Intro to American Government -or-	
10809172	Race, Ethnic & Diversity Studies -or-	
10809196	Intro to Sociology	3
10809188	Developmental Psychology -or-	
10809198	Intro to Psychology	3

Total Credits 68

Please Note:

- The Business Management program has August and January start dates. We advise you to meet with an academic advisor or counselor to successfully plan your academic schedule.
- This curriculum sequence is only for student planning. Actual student schedules will vary depending on course availability.
- Degree completion time may vary based on student scheduling and course availability.
- For General Education course descriptions (800 level), see section marked under Course Descriptions.

10102131 // 3 credits

Entrepreneurial Management

This course is designed to introduce students to the concept of entrepreneurship. Students will study entrepreneurial practices primarily by developing a business plan for a venture of their choice. This will include comparing ways of going into business, and developing marketing, legal, financial, products/services, management and operations plan for a small business of their choice. Entrepreneurial behavior within companies will also be examined.

Prerequisite: Twelve 10-102 Business Management credits or twelve 10-196 Supervisory Management credits or a combination of 10-102 Business Management and 10-196 Supervisory Management credits that total twelve.

10102147 // 3 credits

Principles of Management

This course introduces the student to the job of management in organizations. An understanding of the roles and tasks of all levels of management in the functions of organizational planning, controlling, staffing, leading and controlling is developed.

10102160 // 3 credits

Business Decision Making

This course 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 will 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 decision making process.

Prerequisite: Twelve 10-102 Business Management credits or twelve 10-196 Supervisory Management credits or a combination of 10-102 Business Management and 10-196 Supervisory Management credits that total twelve.

10102180 // 3 credits

International Business

This course will introduce topics concerning international business while illustrating its scope and importance. Topics will include the impact of geography, trade protectionism, culture, legal structure, politics, and currency on business dealings. Students will also research a particular country in depth.

10102182 // 3 credits

Business Operations

The learner assesses the role of business, its internal structure, and relationship to its external environment. Each learner analyzes the supervisor's role in the functions of business planning, information systems, operations management, information technology, marketing and how they drive business activities.

10102183 // 3 credits

Global Supply Chain Management

Students explore methods of foreign market entry, international contracts, INCOTERMS 2000, terms of payment, international commercial documents, international insurance, export packaging, customs clearance, and the global supply chain logistics infrastructure.

10102184 // 3 credits

Global Trade Finance

Students will explore the role of finance in global trade. Foreign exchange markets, fluctuations of the market, development of the Euro, role of IMF (International Monetary Fund) in the global capital market, major determinants in country risk, and risks in export financing will be examined.

10102199 // 3 credits

Business Management Internship

This course integrates Business Management classroom study with specific off-campus occupational experiences at selected training sites. An organized plan of experiences built around business management competencies is planned, supervised, and evaluated by the instructor and cooperating business trainer.

Prerequisite: Twelve Business Management or Supervisory Management credits

10103106 // 3 credits

Microsoft Office-Introduction

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 Internet usage through demonstrations and lab exercises. Students should possess basic keyboarding, mouse and Windows XP skills. Students may develop these skills in Academic Support Center computer training prior to enrolling or while concurrently enrolled in the Microsoft Office-Introduction course.

10104102 // 4 credits

Marketing Principles

Students study the practices and methods of manufacturers and distributors in the marketing of goods and services. Product planning, pricing strategies, distribution systems, channel activities, and the role of government, as well as other factors influencing marketing today are emphasized.

10104185 // 3 credits

Global Business Marketing

Students examine marketing theory and methods as they apply to world markets. Topics examined include the importance of linking international marketing with the overall strategy of the business while examining the impact of cultural, political and legal issues and the economic differences in global strategies. Emphasis is placed on developing the marketing mix appropriate to various international global environments.

10105160 // 3 credits

Business Law

Examines the classifications of law, elements of legal contracts, and business applications. Negotiable instruments, sales and bailment contracts, principal-agent relations, and real estate law are also explained. Ethical practices are emphasized rather than narrow, legal definitions.

10145185 // 3 credits

Organizing Your Small Business

Explores the components of small business ownership by examining a variety of small business startup and operation scenarios. Students will begin to assess their own readiness to begin the entrepreneurial adventure.

10145186 // 3 credits

Financial Management for Your Small Business

Emphasizes the importance of good record keeping systems, reports and the records necessary for a small business. Financial analysis techniques are explored through hands-on Income Statements and Cash Flow projections for the small business. Financial and other technical support resources are identified throughout the course.

10145187 // 3 credits

Marketing Your Small Business

Enables prospective or existing business owners/managers to implement and evaluate a marketing plan for their small business. Students will develop a marketing plan for a selected small business. Components of the plan will include market research, customer focus, quality, pricing, and advertising.

10145188 // 3 credits

Entrepreneurial Service Management

Brings together the elements of a successful business with a strategic plan that focuses on servicing customers with a winning attitude, performance, teamwork, and competition.

10145189 // 3 credits

Writing a Business Plan for Your Small Business

Focuses on the business plan as a necessary component to starting and operating a small business. Students will prepare a business plan to assist in obtaining financing for a proposed business and/or to guide their strategic business operations.

10196180 // 3 credits

Applied Data Analysis

This course provides the student with the tools and skills to collect and analyze data allowing them to solve problems and improve processes. An emphasis will be placed on the use of statistical techniques to create and implement a data collection plan. Statistical techniques emphasized will be process mapping, failure mode and effects analysis, probability, confidence intervals, measurement systems analysis, and hypothesis testing.

Prerequisite: Introductory Statistics 10804189

10196188 // 3 credits

Project Management

The learner applies the skills and tools necessary to design, implement, and evaluate formal projects. Each learner will write a project proposal, work with project teams, sequence project tasks, develop project budgets, identify project resources, implement the project, chart project progress, deal with variations, evaluate the project, and use various technology in these processes.

10196189 // 3 credits

Team Building & Problem Solving

The learner applies the skills and tools necessary to facilitate problem solving in a team environment. Each learner will assume the roles and responsibilities of team leadership in the stages of team development use a systematic problem solving process and employ consensus building and conflict management strategies.

10196191 // 3 credits

Supervision

The learner applies the 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.

10196192 // 3 credits

Managing for Quality

The learner applies the 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 systems-focused approach, use quality models and tools, manage a quality improvement project, and measure effectiveness of continuous improvement activities.

10196193 // 3 credits

Human Resource Management

The learner applies the skills and tools necessary to perform human resource functions in an organization. Each learner will demonstrate 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.