



BUSINESS MANAGEMENT

Associate in Applied Science (AAS) Program Code: 10-102-3 Total Credits: 63-64

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.

CHECKLIST:

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: _____



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
Wisconsin Rapids, WI 54494

CAREER PATHWAY • BEGIN AT ANY POINT



CREDIT FOR PRIOR LEARNING AND EXPERIENCE

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.

CERTIFICATE

BUSINESS SKILLS

Certificate • 9 Credits

HUMAN RESOURCES FOUNDATIONS

Certificate • 9 Credits

SMALL BUSINESS ENTREPRENEURSHIP

Certificate • 9 Credits

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

TECHNICAL DIPLOMA

ENTREPRENEURSHIP

Technical Diploma
30 Credits

Start Your Career

- Business Owner
- Entrepreneur
- Founder/CEO

HUMAN RESOURCES ASSISTANT

Technical Diploma
27 Credits

Start Your Career

- HR Generalist
- HR Recruitment Coordinator
- Job Analyst

PROJECT MANAGEMENT

Technical Diploma
24 Credits

Start Your Career

- Project Manager
- Implementation Manager
- Project Leader

ASSOCIATE IN APPLIED SCIENCE (AAS)

BUSINESS MANAGEMENT

Associate in Applied Science (AAS) • 63-64 Credits

Start Your Career

- Account Executive
- Department Supervisor
- Office Manager

BACHELOR'S DEGREE

BACHELOR'S DEGREE OPTIONS

Arizona State University, Bellevue University, Colorado State University Global, Concordia University, Franklin University, Grand Canyon University (GCU), Indiana Wesleyan University, Lakeland University, Milwaukee School of Engineering (MSOE), Mount Mary University (MMU), Northern Michigan University, 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

- Administrative Professional
- Customer Relationship Professional
- Leadership Development
- Office Support Specialist

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.

TECHNICAL SKILLS ATTAINMENT

The Wisconsin Technical College System (WTCS) has implemented a requirement that all technical colleges measure program 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 program 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

10831104 3 credits

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.

Prerequisite: Accuplacer Math score of 65, Accuplacer Algebra score of 30, ABE Math Prep V 76854785 and ABE Math Prep VI 76854786 with a grade of “S.” (Note: ABE Math Prep V and VI courses cannot be used to satisfy program completion requirements at Mid-State.)

SAMPLE FULL-TIME CURRICULUM OPTION

Term		15 credits
10102101	Intro to Business ☑	3
10103106	Microsoft Office-Introduction ☑	3
10102138	Organizational Behavior	3
10801195	Written Communication ☑ -or-	
10801136	English Composition 1 ☑	3
10809122	Intro to American Government ☑ -or-	
10809172	Introduction to Diversity Studies ☑ -or-	
10809196	Intro to Sociology ☑	3

Term		15 credits
10102110	Employment Law	3
10102131	Entrepreneurial Management	3
10196191	Supervision	3
10196193	Human Resource Management	3
10801196	Oral/Interpersonal Communication ☑ -or-	
10801198	Speech ☑	3

Term		18-19 credits
10102104	Business Law ☑	3
10102180	International Business	3
10104102	Marketing Principles ☑	3
10196189	Team Building & Problem Solving	3
10809195	Economics ☑	3
10804107	College Mathematics ☑	3
	-or-	
10804118	Intermediate Algebra with Applications ☑	4
	-or-	
10804189	Introductory Statistics ☑	3

Term		15 credits
10101140	Accounting 1 ☑ -or-	
10102121	Finance and Budgeting ☑	3
10102160	Business Decision Making	3
10196188	Project Management	3
10196192	Managing for Quality	3
10809188	Developmental Psychology ☑ -or-	
10809198	Intro to Psychology ☑	3

Total credits 63-64

☑ 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		9 credits
10102101	Intro to Business ☑	3
10103106	Microsoft Office-Introduction ☑	3
10102138	Organizational Behavior	3

Term		9 credits
10102110	Employment Law	3
10196191	Supervision	3
10801196	Oral/Interpersonal Communication ☑ -or-	
10801198	Speech ☑	3

Term		9 credits
10104102	Marketing Principles ☑	3
10801195	Written Communication ☑ -or-	
10801136	English Composition 1 ☑	3
10809122	Intro to American Government ☑ -or-	
10809172	Introduction to Diversity Studies ☑ -or-	
10809196	Intro to Sociology ☑	3

Term		6 credits
10102131	Entrepreneurial Management	3
10196193	Human Resource Management	3

Term		9-10 credits
10102104	Business Law ☑	3
10102180	International Business	3
10804107	College Mathematics ☑	3
	-or-	
10804118	Intermediate Algebra with Applications ☑	4
	-or-	
10804189	Introductory Statistics ☑	3

Term		9 credits
10196188	Project Management	3
10196192	Managing for Quality	3
10809188	Developmental Psychology ☑ -or-	
10809198	Intro to Psychology ☑	3

Term		6 credits
10196189	Team Building & Problem Solving	3
10809195	Economics ☑	3

Term		6 credits
10101140	Accounting 1 ☑ -or-	
10102121	Finance and Budgeting ☑	3
10102160	Business Decision Making	3

Total credits 63-64

COURSE DESCRIPTIONS

Accounting 1

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 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 decision-making 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.

College Mathematics

10804107.....3 credits

Designed to review and develop fundamental concepts of mathematics pertinent to the areas of: 1) arithmetic and algebra; 2) geometry and trigonometry; and 3) probability and statistics. Special emphasis is placed on problem solving, critical thinking and logical reasoning, making connections, and using calculators. Topics include performing arithmetic operations and simplifying algebraic expressions, solving linear equations and inequalities in one variable, solving proportions and incorporating percent applications, manipulating formulas, solving and graphing systems of linear equations and inequalities in two variables, finding areas and volumes of geometric figures, applying similar and congruent triangles, converting measurements within and between US and metric systems, applying Pythagorean Theorem, solving right and oblique triangles, calculating probabilities, organizing data and interpreting charts, calculating central and spread measures, and summarizing and analyzing data.

Prerequisite: High School GPA of 3.0 or Accuplacer Arithmetic of 250 and QAS 234 or ACT of 17 or Pre-Algebra 10834109 with a grade of C or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

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 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/ 16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Economics

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 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/ 16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

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

10801136.....3 credits

Designed for learners to develop knowledge and skills in all aspects of the writing process. Planning, organizing, writing, editing, and revising are applied through a variety of activities. Students analyze audience and purpose, use elements of research, and format documents using standard guidelines. Individuals develop critical reading skills through analysis of various written documents.

Prerequisite: High School GPA of 3.0 or Accuplacer Writing of 262 or ACT of 20 or College Reading and Writing 110831104 with a "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Entrepreneurial Management

10102131.....3 credits

Introduces students to the concept of entrepreneurship. Learners study entrepreneurial practices primarily by developing a business plan for a venture of their choice. 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. Entrepreneurial behavior within companies is examined.

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

COURSE DESCRIPTIONS

Finance and Budgeting ☑

101021213 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 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 3.0 or Accuplacer Arithmetic of 263 and QAS 234 or ACT of 19 or QAS of 245, or Pre-Algebra 10834109 with a grade of C or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

International Business

101021803 credits

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

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 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

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 ☑

108091983 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 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Intro to Sociology ☑

108091963 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, and social organization.

Prerequisite: High School GPA of 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Introduction to Diversity Studies ☑

10809172.....3 credits

Introduces learners to the study of diversity from a local to a global environment using a holistic, interdisciplinary approach. Encourages self-exploration and prepares the learner to work in a diverse environment. In addition to an analysis of majority/minority relations in a multicultural context, the primary topics of race, ethnicity, age, gender, class, sexual orientation, disability, and religion are explored.

Prerequisite: High School GPA of 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Introductory Statistics ☑

108041893 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 3.0 or Accuplacer QAS 241 or ACT of 19 or Pre-Algebra 10834109 with a grade of C or better or College Math 10804107 or equivalent.

COURSE DESCRIPTIONS

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 systems-focused 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.

Microsoft Office-Introduction ☑

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 10 skills. Students may develop these skills in the LiNK while concurrently enrolled in this course.

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 3.0 or Accuplacer Reading Skills of 236, Writing of 237, or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

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.

Project Management

10196188.....3 credits

Applies skills and tools necessary to design, implement, and evaluate formal projects. Each learner will examine the role of project management, create a project charter, define project work scope, manage project risks, and develop a network diagram, project schedule, and project budget.

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

Speech ☑

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. Bring transcripts for further evaluation if they do not meet these requirements.

Prerequisite: High School GPA of 3.0 or Accuplacer Reading of 253, Writing of 262, or ACT of 21 Reading/19 Writing, or completion of College Reading and Writing 1 10831104 with a "C" or better or equivalent.

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 3.0 or Accuplacer Writing of 262 or ACT of 20 or College Reading and Writing 1 10831104 with a "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements. Proficiency in word processing skills recommended.