

entrepreneurship

Technical Diploma Program Code: 31-145-2 Total Credits: 30

Mid-State's Entrepreneurship program prepares students to provide the vision for their created business as well as lead staff management, financial planning, marketing strategies, HR functions, and the development of policies and procedures. Graduates will also be equipped to integrate their knowledge and skills within existing organizations. Through a wide variety of activities, students will explore vital components of entrepreneurial practices such as business plan development, financial principles, staffing needs and support, modern marketing strategies, and effective communication skills—all to successfully start and sustain their own business.

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

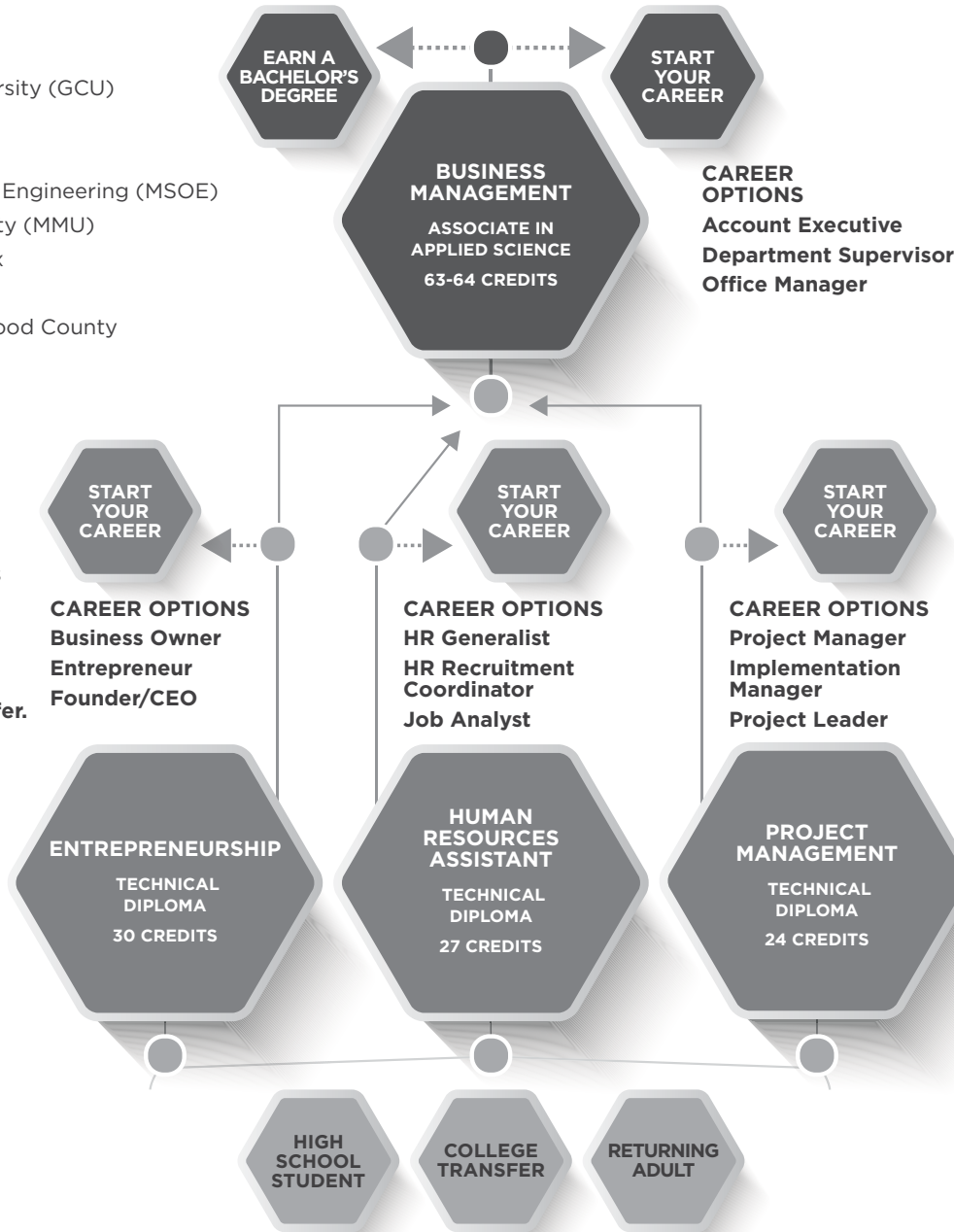
WISCONSIN RAPIDS CAMPUS
500 32nd Street North
Wisconsin Rapids, WI 54494

career pathway

BACHELOR'S DEGREE OPTIONS

Bellevue University
 Capella 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)
 University of Phoenix
 UW-Green Bay
 UW-Marshfield of Wood County
 UW-Oshkosh
 UW-Stevens Point
 UW-Stout
 Western Governor's University
 Wisconsin Private, Non-profit Universities/Colleges

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



College Credit • Dual Credit
 Military Experience • Work Experience
 Learn about Credit for Prior Learning at mstc.edu/cpl.

**BEGIN AT ANY POINT
 IN THE PATHWAY**

OTHER OPTIONS

- RELATED PROGRAMS**
- Administrative Professional
 - Customer Relationship Professional
 - Leadership Development
 - Office Support Specialist

PROGRAM OUTCOMES

Employers will expect you, as an Entrepreneurship graduate, to be able to:

- Demonstrate an entrepreneurial mindset.
- Develop a business canvas and/or plan.
- Outline business operational plan.
- Develop a business marketing plan.

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. Students will complete a performance-based business plan in the Entrepreneurial Management course to fulfill the TSA requirement.

NOTES:

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 must be completed prior to obtaining 12 credits and is a graduation requirement.

ADDITIONAL COURSES AS NEEDED

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

Intro to College Reading

108381042 credits
 Provides learners with the opportunities to develop and expand reading skills, including comprehension and vocabulary skills. Learners apply reading skills to academic tasks and read to acquire information from a variety of sources.

Intro to College Writing

108311033 credits
 Introduces basic principles of composition, including organization, development, unity, and coherence in paragraphs and multi-paragraph documents. The purpose of this course is to prepare students for successful entry into required program courses. This course is tuition bearing and under certain circumstances may qualify for financial aid. This course cannot be used to satisfy program completion requirements at Mid-State.
Prerequisite: Accuplacer Sentence Skills score of 60 or equivalent. Proficiency in word processing skills recommended.

Pre-Algebra

108341093 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
10102121	Finance and Budgeting	3
10103106	Microsoft Office-Introduction	3
10104102	Marketing Principles	3
10196193	Human Resource Management	3
Term		15 credits
10102104	Business Law	3
10102110	Employment Law	3
10102131	Entrepreneurial Management	3
10801136	English Composition 1	3
10801198	Speech	3
		Total credits 30

SAMPLE PART-TIME CURRICULUM OPTION

Term		9 credits
10102101	Intro to Business	3
10103106	Microsoft Office-Introduction	3
10104102	Marketing Principles	3
Term		9 credits
10102104	Business Law	3
10102110	Employment Law	3
10801136	English Composition 1	3
Term		9 credits
10102121	Finance and Budgeting	3
10196193	Human Resource Management	3
10801198	Speech	3
Term		3 credits
10102131	Entrepreneurial Management	3
		Total credits 30

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/classfinder.

NOTES:

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.

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

108011363 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 Intro to College Writing 10-831-103 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. Proficiency in word processing skills recommended.

Entrepreneurial Management

101021313 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: Twelve Business Management 10-102 credits or twelve Supervisory Management 10-196 credits or a combination of Business Management 10-102 and Supervisory Management 10-196 credits that total twelve.

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.

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.

Marketing Principles

101041023 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

101031063 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. Students should possess basic keyboarding, mouse and Windows 10 skills. Students may develop these skills in the LiNK while concurrently enrolled in this course.

Speech

108011983 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 Intro to College Writing and/or Intro to College Reading with a "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.