



**BUSINESS & INFORMATION TECHNOLOGY DIVISION**

**(608) 757-7622**

<b>Business-Management Associate Degree Program Number: 10-102-3</b>				<p><b>Program Description:</b> Business Management is an associate degree program that prepares learners for entry-level general business careers. Positions related to management trainees, operations assistants, assistant or shift managers, or successful small business managers are targeted occupations. The training provides learners with a broad background in business management with specific skills in managing operations, marketing, finance, supervision, team leadership, business technology, and communications. The program also broadens opportunities for those seeking a job change or career advancement.</p> <p>Some capabilities are of major significance to success in business. For instance, managers must demonstrate tact and diplomacy in interactions with others. Business people need to possess the flexibility to shift attention as problems present themselves, have an interest in work involving people and business procedures, and exhibit patience and courtesy in handling inquiries and complaints.</p> <p>Graduates may find employment in a wide cross-section of businesses. The program is appropriate for job change or career advancement and for individuals interested in self-employment. An Internship program provides students work-based learning experiences near the end of their education. Credit for prior learning may be granted to non-traditional adult students who have related work or life experience. Please contact a Program Advisor regarding eligibility and application requirements.</p> <p><b>Program Outcomes—Upon completion of this program, students will be able to:</b></p> <ul style="list-style-type: none"> <li>• Plan and prioritize projects and tasks, including goal setting and resource allocation</li> <li>• Organize roles, goals, procedures and relationships to promote organizational effectiveness and efficiency</li> <li>• Direct individuals and/or processes to accomplish organizational objectives and effectively manage human resources, including recruiting, hiring and supervision</li> <li>• Communicate business information effectively, with professionalism, tact, and diplomacy</li> <li>• Control processes and demonstrate basic financial proficiency</li> <li>• Establish and maintain business relationships with internal and external customers</li> <li>• Design, implement, and assess business strategies based on consumer needs and market changes</li> <li>• Recommend ethical and legal business decisions utilizing knowledge of business laws and governmental regulations</li> </ul> <p><b>Graduates from this program may find employment as:</b></p> <ul style="list-style-type: none"> <li>• Assistant Store Manager</li> <li>• Branch Manager</li> <li>• Buying and planning specialists</li> <li>• Customer Service Manager</li> <li>• Department or District Manager</li> <li>• Distribution Center Manger</li> <li>• Entrepreneur/Owner</li> <li>• General management occupations</li> <li>• Human Resources</li> <li>• Shift Managers</li> <li>• Store &amp; Operations Specialties Managers</li> <li>• Team Leaders</li> </ul> <p><b>Helpful High School Courses:</b> A high school degree or GED/HSED diploma is required. Courses in business, marketing, accounting, computers, mathematics, written and oral communications, and related co-op programs are helpful.</p>															
<b>2008-2009 Curriculum</b>																			
Course Number	Course Name	Credit	Lec/ Lab																
<u>Semester I</u>																			
102-110	Business Career Planning	1	1/0																
102-148	Introduction to Business (Organization & Management)	3	3/0																
104-102	Marketing Principles	3	3/0																
103-106	Introduction to MS Office	3	3/0																
801-196	Oral/Interpersonal Communication	3	3/0																
804-123	Math with Business Applications	<u>3</u>	<u>3/0</u>																
		16	16																
<u>Semester II</u>																			
102-115	Management Principles	3	3/0																
102-160	Business Law	3	3/0																
104-104	Selling Principles	3	3/0																
104-130	Fundamentals of Customer Service	3	3/0																
801-195	Written Communication	3	3/0																
809-166	Introduction to Ethics: Theory and Application	<u>3</u>	<u>3/0</u>																
		18	18																
<u>Semester III</u>																			
101-117	Accounting Fundamentals	3	3/0																
102-120	Small Business Management	3	3/0																
196-191	Supervision	3	3/0																
809-195	Economics	3	3/0																
809-198	Introduction to Psychology	3	3/0																
	Elective <sup>2</sup>	<u>3</u>	<u>3/0</u>																
		18	18																
<u>Semester IV</u>																			
102-125	Supervised Occupational Experience-Business <sup>1</sup>	2	0/8																
102-130	Business Finance & Budget Management <sup>1</sup>	3	3/0																
196-193	Human Resource Management	3	3/0																
809-172	Race, Ethnic & Diversity Studies	3	3/0																
	Elective <sup>2</sup>	<u>3</u>	<u>3/0</u>																
		14	20																
Total Credits: 66																			
<sup>1</sup> Course has prerequisites. <sup>2</sup> Recommended Electives: <table style="width: 100%; border: none;"> <tr> <td style="width: 15%;">102-100</td> <td style="width: 65%;">Intro to Entrepreneurship and Innovation</td> <td style="width: 10%; text-align: center;">3</td> <td style="width: 10%; text-align: center;">3/0</td> </tr> <tr> <td>102-135</td> <td>Lodging Management</td> <td style="text-align: center;">3</td> <td style="text-align: center;">3/0</td> </tr> <tr> <td>102-150</td> <td>Global Business Fundamentals</td> <td style="text-align: center;">3</td> <td style="text-align: center;">3/0</td> </tr> <tr> <td>196-190</td> <td>Leadership Development</td> <td style="text-align: center;">3</td> <td style="text-align: center;">3/0</td> </tr> </table>				102-100	Intro to Entrepreneurship and Innovation	3	3/0	102-135	Lodging Management	3	3/0	102-150	Global Business Fundamentals	3	3/0	196-190	Leadership Development	3	3/0
102-100	Intro to Entrepreneurship and Innovation	3	3/0																
102-135	Lodging Management	3	3/0																
102-150	Global Business Fundamentals	3	3/0																
196-190	Leadership Development	3	3/0																
<p><b>Short-Term Certificates &amp; Related Program Options</b>            Accounting AAS Degree and Accounting Assistant Certificate (1-year)            Customer Service Certificate (16 credits)            Lodging Management Certificate (29 credits)            Marketing AAS Degree            Small Business Certificate (18 credits)            Supervisory Management AAS Degree</p>																			



<p><b>101-117 Accounting Fundamentals</b> <b>3 Credits</b> This course is an introduction to accounting from a non-accountant's perspective. Learning objectives emphasize general accounting terminology and concepts, the effects of transactions on financial statements, the relationships between financial statements, and the interpretation of financial statement information using an analytical approach.</p>	<p><b>102-160 Business Law</b> <b>3 Credits</b> This course is designed to provide the student with a working knowledge of law as it relates to the rights and responsibilities of businesses and individuals. Emphasis is placed on torts, contracts, case analysis, ethics, and social responsibility, particularly in the business context.</p>
<p><b>102-100 Introduction to Entrepreneurship &amp; Innovation</b> <b>3 Credits</b> This course will incorporate lecture and discussion materials to improve students' understanding of basic business and entrepreneurship topics. It will include a hands-on component involving interaction with local employers, and community leaders will expose participants to business and management career opportunities available to AAS program graduates.</p>	<p><b>103-106 Introduction to MS Office</b> <b>3 Credits</b> Intended for students with little or no prior computer experience. This course will introduce students to the Microsoft Office Suite and overview many of the core competencies of Outlook, Word, Excel, Access, PowerPoint, and Explorer. Students will develop the use of technology for both problem solving and decision-making and will be expected to learn to use the resources available to search for answer to problems.</p>
<p><b>102-110 Business Career Planning</b> <b>1 Credit</b> Students will focus on personal and professional preparation for a career in business related occupations. Course covers interpersonal and intrapersonal success skills including self-esteem, understanding human behavior, creative problem solving and decision making, effective communication skills time management, setting priorities, and organizational techniques. Job search strategies will be introduced.</p>	<p><b>104-102 Marketing Principles</b> <b>3 Credits</b> This course introduces core marketing concepts and terminology for Marketing and non-Marketing students. In addition to developing the rational for a marketing approach to strategic planning, specific topics include: target market selection, and issues related to product, price, distribution, and promotion decisions.</p>
<p><b>102-115 Management Principles</b> <b>3 Credits</b> Students will receive a comprehensive overview of the functions and principles of management that leads to success in the operating climate of modern businesses. The five functions of management will be introduced and applied to business operational problem-solving.</p>	<p><b>104-104 Selling Principles</b> <b>3 Credits</b> Learners will cover the personal and occupational applications of selling (defined as "an interpersonal persuasive process designed to influence some person's decision"). Selling is investigated from the following viewpoints: personal, industrial, wholesale, retail, door-to-door, and service. Students also learn and practice the professional principles involved in relationship selling.</p>
<p><b>102-120 Small Business Management</b> <b>3 Credits</b> The course provides a detailed study of all phases of managing a small business. Specific problems of small operations such as financing, developing, staffing, and growing a small business are analyzed. Management topics such as quality, leadership, applications of technology, legal issues and more will be applied to isolating significant problems and implementing solutions. Current issues and trends in entrepreneurship will be included.</p>	<p><b>104-130 Fundamentals of Customer Service</b> <b>3 Credits</b> This course is designed for learners who desire training in the fundamentals of customer service as they relate to business. It introduces core customer service concepts and an overview of the essential skills needed to succeed in any organization. In addition to dealing with internal and external audiences, specific topics include: listening techniques, verbal and nonverbal communication, dealing with various customer types, use of technology, handling a variety of complex customer situations, as well as an overview of careers within the customer service industry.</p>
<p><b>102-125 Supervised Occupational Experience - Business</b> <b>2 Credits</b> This course is a work-based learning program involving actual business operations in the community. It is intended to provide students with actual work experience. Students will obtain a position at an approved worksite, and work a minimum of 144 hours under the supervision of both their instructor and an onsite supervisor. <i>Prerequisite: 33 credits and academic good standing.</i></p>	<p><b>196-190 Leadership Development</b> <b>3 Credits</b> Designed to assist individuals to apply leadership skills effectively in any organizational structure. Emphasis is placed on leadership and employee involvement strategies. Focus is on the role of the supervisor in defining direction, aligning the organization, empowering people and teams, modeling trustworthiness, balancing the needs of all stakeholders, and optimizing the allocation resources.</p>
<p><b>102-130 Business Finance and Budget Management</b> <b>3 Credits</b> This is a basic finance course for managers and supervisors. The learner applies the skills necessary to achieve an understanding of the fiscal/monetary aspects of business. Each learner will demonstrate application of business types, cycles, forecasting, budgeting, expense control, and financial statement interpretation relevant to the supervisor as a non-accountant. These finance/accounting principles will then be applied to the managers role in decision-making and includes problem-solving case studies. <i>Prerequisites: 101-117 Accounting Fundamentals and 103-106 Introduction to MS Office.</i></p>	<p><b>196-191 Supervision</b> <b>3 Credits</b> Designed to help participants build the skills required to effectively direct the work of others within the structure of organization. Emphasis is placed on the human behavioral aspect of supervision. Focus is on application of managerial process to the daily job of a supervisor.</p>
<p><b>102-135 Lodging Management</b> <b>3 Credits</b> This course takes a management perspective in introducing students to the organization and structure of hotels, restaurants, clubs, cruise ships, and casino hotels. There are chapters on business ethics, franchising, management responsibility such as human resources, marketing and sales, and advertising.</p>	<p><b>196-193 Human Resources Management</b> <b>3 Credits</b> Establishes a foundation for development of employee effectiveness by focusing on the supervisor's role in understanding, communicating, and implementing organizational policies. Focus is placed on: employee hiring; orientation and training; performance management; motivating employees and related topics that affect the supervisor's work group.</p>
<p><b>102-148 Business Organization &amp; Management</b> <b>3 Credits</b> Students will be introduced to business operations, focusing on a basic understanding of the activities, functions, and principles of business enterprises. This course covers the responsibilities and challenges of operating a business. The course emphasizes human relations, management, marketing, finance, labor relations, franchising, forms of ownership and careers.</p>	<p><b>GENERAL EDUCATION COURSE REQUIREMENTS</b> 801-195 Written Communication, 3 Credits 801-196 Oral/Interpersonal Communication, 3 Credits 804-123 Math with Business Applications, 3 Credits 809-166 Introduction to Ethics: Theory and Application, 3 Credits 809-172 Race, Ethnic &amp; Diversity Studies, 3 Credits 809-195 Economics, 3 Credits 809-198 Introduction to Psychology, 3 Credits</p>
<p><b>102-150 Global Business Fundamentals</b> <b>3 Credits</b></p>	

**Program Faculty:** Tamela Jarvais, 757-7616 [tjarvais@blackhawk.edu](mailto:tjarvais@blackhawk.edu) or Lavinia Baldivieso, 757-7614 [lbaldivieso@blackhawk.edu](mailto:lbaldivieso@blackhawk.edu)

Refer to BTC Catalog for complete course descriptions, program standards, and prerequisites information.

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