



Business Management

Associate of Applied Science Degree

Program Number: 10-102-3
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Updated
6-22-10

The Associate of Applied Science degree in Business-Management prepares students for entry-level careers in business related occupations. The training provides broad and foundational business skills in managing business operations, including marketing, finance, personnel, team leadership, business technologies and business communications. The program emphasizes the five functions of management: planning, organizing, staffing, directing, and controlling. General Education supporting outcomes include written, oral and interpersonal communications, mathematics, economics, psychology, social sciences, and ethics. Elective courses provide students with an opportunity to customize a degree to their career interests.

Program Outcomes— Upon completion of this program, you will be able to:

- Plan and prioritize projects and tasks, including goal setting and resource allocation
- Organize roles, goals, procedures and relationships to promote organizational effectiveness and efficiency
- Direct individuals and/or processes to accomplish organizational objectives and effectively manage human resources, including recruiting, hiring and supervision
- Communicate business information effectively, with professionalism, tact, and diplomacy
- Control processes and demonstrate basic financial proficiency
- Establish and maintain business relationships with internal and external customers
- Design, implement, and assess business strategies based on consumer needs and market changes
- Recommend ethical and legal business decisions utilizing knowledge of business laws and governmental regulations

Graduates from this program may find employment as:

- Assistant Store Manager
- Branch Manager
- Buying and Planning Specialists
- Customer Service Manager
- Department or District Manager
- Distribution Center Manager
- Entrepreneur/Owner
- General Management Occupations
- Human Resources
- Shift Managers
- Store & Operations Specialties Managers
- Team Leaders

Students can expect many benefits from pursuing the Business-Management program at Blackhawk Technical College. For example you will find:

- A learner-centered environment that is conducive to learning entry-level career & technical skills
- Active learning through team projects and group activities
- Business leaders & professionals from the community are frequent guest speakers
- Career Center support services including resume writing and job search assistance
- Case studies addressing lessons learned from small businesses and corporate settings
- Company tours and on-site classes bring the classroom to the business world
- Employer sponsored Internships and other work-based learning activities
- Employer advisory committee input into program design and implementation
- Faculty designed hands-on curricula designed to address real-world business applications
- Faculty members certified by the Wisconsin Technical College System
- Faculty members with typically both advanced degrees and related work experience

Career Preparation Helpful High School Courses:

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.

Future Opportunities

If you are interested in a baccalaureate degree upon completion of the program, check with a program counselor or advisor and the institution you plan to attend regarding the transfer of credits from Blackhawk Technical College. This program may transfer to one or more four-year institutions, but the amount of credits may vary.

Short-Term Credit-Based Certificate Options:

- Lodging & Hospitality Mgmt (33 credits) 99-9124
- Small Business Management (29 credits) 99-9110
- Customer Service Associate (16 credits) 99-9130
- Accounting Assistant (32 credits) 99-9101
- Business Technology Certificate (28 credits) 99-9121

Students may choose to receive a certificate upon satisfactory completion of the required courses in the Business Management Associate Degree Program. With this certificate, you will be better prepared for entry level positions. Students selecting this option may return to BTC at a later date (in accordance with the College's advanced standing policy) to complete the Business Management Associate of Applied Science Degree.

	Course Name	Credits	Lec-Lab
Semester 1			
102-110	Business Career Planning	1	1 - 0
102-148	Introduction to Business	3	3 - 0
104-102	Marketing Principles	3	3 - 0
103-106	Introduction to MS Office	3	3 - 0
801-195	Written Communication	3	3 - 0
801-196	Oral/Interpersonal Communication	3	3 - 0
Semester 2			
102-115	Management Principles ¹	3	3 - 0
102-137	Business Communications	1	1 - 0
102-160	Business Law	3	3 - 0
104-104	Selling Principles	3	3 - 0
804-123	Math with Business Applications	3	3 - 0
809-166	Introduction to Ethics: Theory and Application	3	3 - 0
Semester 3			
101-117	Accounting Fundamentals ¹	3	3 - 0
102-120	Small Business Management ¹	3	3 - 0
196-191	Supervisor as a Leader	3	3 - 0
809-195	Economics	3	3 - 0
809-198	Introduction to Psychology	3	3 - 0
Semester 4			
102-121	Customer Service Management	3	3 - 0
102-125	Supervised Occupational Experience- Business ¹	2	0 - 8
102-130	Business Finance & Budget Management ¹	3	3 - 0
196-193	Human Resource Management	3	3 - 0
809-172	Race, Ethnic & Diversity Studies Elective ²	3	3 - 0
TOTAL CREDITS		64	

¹Course has prerequisites..

²Recommended Electives:

102-100	Intro to Entrepreneurship and Innovation	3	3 - 0
102-122	Intro-Business Sustainability Planning	3	3 - 0
102-135	Lodging Management	3	3 - 0
102-150	Global Business Fundamentals	3	3 - 0

Course Descriptions

101-117 Accounting Fundamentals 3 Credits
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. **Prerequisites: 804-123 Math with Business Applications**

102-100 Intro to Entrepreneurship & Innovation 3 Credits

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.

102-110 Business Career Planning 1 Credit

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.

102-115 Management Principles 3 Credits

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.

Prerequisites: 102-148 Introduction to Business and 801-195 Written Communication

102-120 Small Business Management 3 Credits

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.

Prerequisites: 102-115 Management Principles and 104-102 Marketing Principles

102-121 Customer Service Management 3 Credits

Customer Service Management examines the role of managing customer service to add value and achieve a firm's long-term goals. Topics include the purpose of customer service staff and using conflict resolution techniques to handle difficult customer service situations. Emphasis is placed on management duties and communication to provide customer satisfaction for both internal and external customers.

102-122 Intro to Business Sustainability Planning 3 Credits

Learners in this course will be introduced to current topics influencing business practices relative to business sustainability. Concepts include green business, planning business sustainability programs, and leading corporate social responsibility efforts that may provide a foundation for both business profitability and environmentally friendly processes. Learners will discuss green business practices, analyze case studies, and take away a management process for identifying and implementing sustainability projects which also contribute to an organization's triple bottom line.

102-125 Supervised Occupational Exp. - Business 2 Credits

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.

Prerequisite: 33 credits, academic good standing and 102-110 Business Career Planning

102-130 Business Finance and Budget Mgmt 3 Credits

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 manager's role in decision-making and includes problem-solving case studies.

Prerequisites: *102-115 Management Principles, 101-117 Accounting Fundamentals and 103-106 Introduction to MS Office*

102-137 Business Communications 1 Credit

In Business Communications, students will learn the basics of professional and effective communication in business settings. Students will receive instruction and feedback on oral communication as well as the use of written communications to include business emails, memos, and letters. The importance of favorable and appropriate communication with both internal and external parties will be covered. All written communications will require keyboard use.

102-148 Intro to Business Organization & Mgmt 3 Credits

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.

102-160 Business Law 3 Credits

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.

103-106 Introduction to MS Office 3 Credits

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 answers to problems.

104-102 Marketing Principles 3 Credits

This course introduces core marketing concepts and terminology for Marketing and non-Marketing students. In addition to developing the rationale for a marketing approach to strategic planning, specific topics include: target market selection, and issues related to product, price, distribution, and promotion decisions.

104-104 Selling Principles 3 Credits

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.

196-191 Supervisor to Leader 3 Credits

As organizations reduce management levels, the frontline supervisor will become a major component in effective delivery of products and services maximizing organizational results. This course is designed to help participants identify and develop personal leadership style and the skills necessary to effectively lead the work of others within the structure of an organization. Emphasis is placed on leading teams, communication and decision-making, managing conflict, supporting innovative thinking, influencing organizational culture, employee development, performance management and related topics that affect the leader's role in the organization.

196-193 Human Resources Management 3 Credits

This course 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.

Refer to BTC Catalog for complete course descriptions, program standards, and prerequisites information. BTC is an equal opportunity, access, affirmative action employer and educator.