

# Business Management

65-credit Associate of Applied Science Degree

## About the Program

Prepare for a successful career as an entry-level manager, operations assistant or small business manager or owner. Acquire a broad business background to enhance the ability to make sound business decisions. Learn how to effectively plan, organize, direct, and evaluate business functions essential to efficient and productive business organizations. Students should enjoy leadership roles and have an interest in management, accounting, finance, marketing, human resources, entrepreneurship and business law.

## Potential Job Titles

- Management trainee/assistant manager
- Production/operating specialist
- Front-line supervisors of retail/customer service workers
- Personal bankers
- Financial managers
- Account coordinators
- Business development specialist

## Credit Transfer

Credits earned in the Business Management program may be transferable to institutions offering baccalaureate degrees. Visit [www.wctc.edu/transfer](http://www.wctc.edu/transfer) for specific information. Since the details of credit transfers change from time to time, be sure to contact the intended college or university to verify credit transferability.

## Admission Process

- Fill out a WCTC application
- Send \$30 non-refundable application fee
- Send high school transcript or GED/HSED
- Send any previous college transcripts
- Complete Skills Assessment test (COMPASS)
- Begin pursuing Financial Aid options

For more information, call 262.691.5200.

## Required Courses

## Credits

### First Semester

104-102	Marketing Principles	3
106-110	Microcomputer Business Applications I	3
196-140	Principles of Supervision or *196-191 Principles of Management	3
801-195	Written Communication	3+
804-123	Math with Business Applications	3
<b>Total semester credits</b>		<b>15</b>

### Second Semester

101-111	Accounting I - Principles	4+
104-191	Customer Service Management or *196-125 Management of Cust Service	3
196-195	Management of Human Resources or *196-193 Human Resource Management	3
801-196	Oral/Interpersonal Communication	3+
809-199	Psychology of Human Relations	3
<b>Total semester credits</b>		<b>16</b>

### Third Semester

101-113	Accounting II - Principles	4+
809-166	Intro to Ethics: Theory and Application	3
809-195	Economics	3+
809-196	Introduction to Sociology Elective	3+
<b>Total semester credits</b>		<b>16</b>

### Fourth Semester

101-107	Business Finance	3
102-125	Principles of Supply Chain Management	3
102-151	Business Co-op I ( <i>required unless student is currently working in the occupation</i> ) or 102-102 International Business Practice Firm	3
102-160	Business Law I	3
809-142	Economics of Financial Markets or 196-135 Project Management Elective	3
<b>Total semester credits</b>		<b>18</b>

\* Accelerated course prerequisite 196-120, Accelerated Orientation

+ Proficiency exam available

Curriculum is current as of catalog printing. The most current curriculum requirements for graduation will be provided upon admission to program, or review at [www.wctc.edu](http://www.wctc.edu).

**Business Management Required Courses**

- 101-107 Business Finance** 3  
An introduction to the principles of financial management of business firms. Topics covered include: working capital management, financial analysis and planning, time value of money, risk and return measurement, capital budgeting, financial leverage, and sources of financing. Prerequisites: 101-111 and 101-113
- 101-111 Accounting I - Principles** 4  
Learn the basic account cycle for both service and merchandising businesses. Discuss cash control, banking transactions, sales tax, and payroll. This course is designed for those without an accounting background or for those needing a refresher. Supplemental audiovisual and handout materials are available.
- 101-113 Accounting II - Principles** 4  
Study account groups for their problems of composition, valuation, recognition, and appropriate accounting treatment at a basic level. Explore partnerships and corporations as well as financial statement analysis techniques. Do basic accounting problems and use a practice set to summarize principles used in Accounting I and II and to become familiar with systems procedures. Prerequisites: 101-111
- 102-102 Intl Business Practice Firm** 3  
Set up and run a virtual business to conduct e-commerce in a global environment and develop a marketing plan to market a product using the Internet. Make decisions about the overall operation of the firm and apply problem-solving strategies in a team environment.
- 102-125 Princ of Supply Chain Mngt** 3  
Supply chain management has become important to organizations ability to stay competitive. This course addresses the work in design, production, delivery and service products to the end user.
- 102-151 Business Co-Op I** 3  
Focus on goal setting, interpersonal relationships, and project activities during this occupational experience. The WCTC instructor/coordinator will work closely with the work site supervisor toward common educational objectives. Prerequisites: Approval of Co-op Ed Office
- 102-160 Business Law I** 3  
Examine the legal and ethical environments of business, including positive law, criminal and tort law, contracts, sales law, business formation, government regulation, agency, bailment, property, ethics, and social responsibility.
- 104-102 Marketing Principles** 3  
Explore marketing principles as found in the American business system, with an emphasis on consumer behavior, consumer and industrial products, distribution, market research, market segmentation, promotion, pricing, and international marketing.
- 104-191 Customer Service Management** 3  
Explore the skills, attitudes, and thinking patterns required to manage customer satisfaction and loyalty. Develop the ability to lead and expand the customer service process, learn techniques for dealing with unhappy customers, and build skills for analyzing customer needs.
- 106-110 Microcomputer Bus Apps I** 3  
Gain an overview of Microsoft Office software and its five major applications: Microsoft Word, Excel, Access, PowerPoint, and Outlook. Also gain an understanding of Windows operating system and Internet Explorer. Successful course completion will assist in the preparation for core MOS certification.
- 196-125 Management of Customer Service** 3  
Develop the skills, attitudes, and thinking patterns needed to manage customer satisfaction and loyalty. Learn to lead and expand the customer service process, examine the tools for dealing with unhappy customers, and explore the skills for analyzing customer needs. Prerequisites: 196-120 (or concurrent)
- 196-135 Project Management** 3  
Investigate, document, and control each phase of an in-class team exercise related to project management. Use graphic tools like PERT networks, Gantt and manpower loading charts, both manually and with Microsoft project planning software. Prerequisites: 196-120 (or concurrent)
- 196-140 Principles of Supervision** 3  
Gain vital "how to" skills related to supervising others including developing job satisfaction, maintaining high employee morale, using specific tools of supervision, communicating well and evaluating, guiding and training employees. Use simulations, case studies and role play scenarios—but not lectures—to learn these concepts and develop your own supervisory philosophy.
- 196-191 Principles of Management** 3  
Develop the skills required to promote a collaborative work environment. Learn how to perform the traditional management functions of planning, organizing, controlling, and directing. Explore self-directed and cross-functional work team methods. Study the techniques and concepts related to performance appraisal, delegation of responsibility, discipline and grievance handling, diversity management, dealing with change, cost control, safety, and related topics. Prerequisites: 196-120 (or concurrent)
- 196-193 Human Resource Management** 3  
Focus on the supervisor's role in understanding, communicating, and implementing organizational policies, while studying employee hiring, training, performance management, contract compliance, employment law, employee assistance programs, and related topics. Prerequisites: 196-120 (or concurrent)
- 196-195 Management of Human Resources** 3  
Explore the supervisor's role in understanding, communicating, and implementing organizational policies and how these abilities affect employee productivity. Discuss topics including employee hiring, training, performance management, contract compliance, employment law, employee assistance programs, and more.
- 801-195 Written Communication** 3  
Study and practice the transfer of information, ideas, and experiences in written form through reports, letters, memoranda, and other documents. Gain proficiency in the areas of organization, clarity, accuracy, and directness.
- 801-196 Oral/Interpersonal Comm** 3  
Practice the necessary skills for effective speech delivery, listening, assertiveness, conflict resolution, teamwork, and general interpersonal communication.
- 804-123 Math w Business Apps** 3  
Develop an understanding of real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, apply math concepts to the purchasing/buying process, apply math concepts to the selling process, and basic statistics with business/consumer applications.
- 809-142 Economics of Financial Markets** 3  
Gain a better understanding of the sources and solutions of common economic problems in the private and government sectors while studying various economic institutions. Study monetary and fiscal policy, the price system and market economy, and the role of financial institutions in local, state, and national economies. Prerequisites: 809-195
- 809-166 Intro to Ethics: Theory & App** 3  
Gain a basic understanding of the theoretical foundations of ethical thought. Diverse ethical perspectives will be used to analyze and compare relevant issues. Students will critically evaluate individual, social and/or professional standards of behavior, and apply a systematic decision-making process to these situations.
- 809-195 Economics** 3  
Discuss the major institutions and principles that underlie the contemporary American economic system, and consider topics such as the free enterprise system, supply and demand, circular flow, government involvement, the federal reserve system, economic growth and development, the effects of international trade, comparative economic systems, and global economics.
- 809-196 Introduction to Sociology** 3  
Introduces students to the basic concepts of sociology: culture, socialization, social stratification, multiculturalism, and the five institutions, including family, government, economics, religion, and education. Other topics include demography, deviance, technology, environment, social issues, social change, social organization, and workplace issues.
- 809-199 Psychology of Human Relations** 3  
Examine the principles of interaction as applied to human relations at home and on the job. Explore topics such, as self concept personality development, learning, motivation, emotions, stress, human relations processes, and special relationships.

**Elective Options**

Any course at the associate degree level will meet the elective requirement.