

Business Management

Program Code 101023

Associate Degree - Two Years

Offered at the Green Bay campus and other locations based on enrollment. For information: (920) 498-5444.
Toll-free: (800) 422-NWTC, ext. 5444.

Program Description

The Business Management Program prepares students for a career as a manager, management trainee, operations assistant or to successfully manage their own business. The training provides learners with a broad background in business management and prepares the graduate to make sound business decisions with specific skills in finance and business decision making, marketing, supply chain management, human resource management, supervision, and office management in a broad spectrum of industries.

General business managers are found in nearly all work settings in virtually every sector of the economy. Business Management salaries vary by company and position. Most graduates begin in positions of limited responsibility and will advance through the ranks of the organization.

The purpose of the program is to develop business professionals who can grow with the needs of their employers. The program increases opportunities for those seeking a job change or advancement or those pursuing self-employment. Program curriculum will develop or improve the core skills that are vital for success in the business world.

Program Outcomes

- Demonstrate professionalism in management of time, stress, and change.
- Demonstrate basic accounting and financial skills.
- Apply marketing strategies to an enterprise.
- Exhibit leadership skills.
- Apply a global supply chain business perspective.
- Exhibit professional communication and customer satisfaction strategies.
- Recognize foundations of human behavior and social integration.
- Utilize performance management techniques.
- Solve problems independently and in a team environment.
- Apply concepts, methods, processes and functions of management to business operations.
- Value diversity.
- Apply current and emerging technologies to business situations.
- Analyze and synthesize information and make decisions that support the organization's mission and help the business to successfully adapt to a changing environment.

Requirements For Program Entry

- Completed application.
- High school transcript or equivalent (such as an HSED or GED® Transcript).
- NWTC Academic Skills Assessment or equivalent (See Academic Skills Assessment section for details and equivalents).

Employment Potential

There are many job listings that would be appropriate for a graduate of the Business Management Program. Small organizations typically require generalist skills and large organizations tend toward some specialization among their managers. Business Managers often work under the supervision of senior leadership.

- Management Trainee or Operations Assistant
- Advertising and Promotions
- Sales
- Administrative Services
- Purchasing
- Finance
- Human Relations
- Food Services
- Lodging
- Medical and Health Care
- Agriculture
- Self Employment

With additional education and/or work experience, a graduate may find employment opportunities as a manager with increased responsibility, authority and commensurate pay.

Notes

- Many courses in this program are available in a flexible delivery. This may include accelerated, on-line, self-paced or Technical College of the Air (TCA).
- Learners are able to concurrently pursue an associate degree from Northeast Wisconsin Technical College and a bachelor's degree from Lakeland College in Business Management. Please contact an NWTC Counselor or Academic Advisor for more information.

Curriculum

The Business Management Program is a two-year, four-semester program. Upon graduation, a student will have completed 66 credits.

First Semester

Catalog No.	Description	Credits
** 10-103-121	Micro: Word-Intro	1
** 10-103-141	Micro: Access-Intro	1
** 10-103-151	Micro: PowerPoint-Intro	1
** 10-101-190	Accounting-QuickBooks	1
** 10-103-131	Micro: Excel-Intro	1
** 10-111-103	Graphic Workstations	1
* 10-102-158	Business-Intro	3
* 10-104-110	Marketing Principles	3
10-196-164	Supervisors-Personal Skills	3
10-801-136	English Composition 1	3
10-804-123	Math w Business Apps	3
Semester Total		18

Second Semester

10-102-160	Global Business Mgmt	3
10-104-101	Selling Principles	3
10-182-157	Logistics/Supply Chain Mgmt	3
10-809-195	Economics	3
10-809-198	Intro to Psychology	3
Semester Total		15

Third Semester

* 10-101-106	Accounting-for Non-Accountants	3
* 10-104-191	Customer Service Mgmt	3
10-182-110	Lean Operations Mgmt	3
10-196-193	Human Resource Mgmt	3
10-801-198	Speech	3
10-809-103	Think Critically & Creatively	3
Semester Total		18

Fourth Semester

10-102-150	Law-Business	3
10-102-188	Business Management Internship	3
OR		
10-102-190	Business Mgmt Field Study	3
10-196-136	Safety-Workplace	3
* 10-196-145	Workplace Innovation	3
10-809-172	Race Ethnic & Diversity	3
Semester Total		15
Total Credits		66

* Choose courses listed OR take this group of five courses.

10-145-188	Entrepreneurship Management	3
10-145-186	Financial Man Small Business	3
10-145-187	Marketing Small Business	3
10-145-185	Organizing Small Business	3
10-145-189	Writing Bus Plan Small Business	3

** Any three of the six computer courses must be taken.

This program is fully eligible for financial aid.

Please Note

- Some courses have prerequisites (listed at the end of each course description, if applicable) that need to be taken prior to enrolling in those courses.
- Many courses are offered via our Flexible Learning Options (online, accelerated, ITV, video, weekend, and self-paced) and may be taken in any order as long as prerequisites are met. To find out which program courses are offered through Flexible Learning Options, go to www.nwtc.edu or consult a counselor, (920) 498-5444.
- Descriptions of courses not found on this page can be found in the back of this catalog.

Course Descriptions

These courses provide an opportunity for students to develop the knowledge, skills, and understanding required for employment in this field.

10-101-106 ACCOUNTING: INTRO FOR NON-

ACCOUNTANTS ...Teaching non-accountants to read, analyze, and interpret financial information for making informed business decisions. This class de-emphasizes the use of debits, credits, journal entries and other accounting procedures.

10-101-190 ACCOUNTING-QUICKBOOKS ...an introductory course in using QuickBooks to create vendor/employee accounts, invoices, budgets, profit/loss statements, balance sheets, A/R, A/P, journals, graphs.

10-102-150 LAW-BUSINESS ...common law contracts and sales contracts: formation, interpretation, performance, and discharge; the law of agency; corporations; and introduction to the American legal system: criminal and tort law, and global business issues.

10-102-158 BUSINESS-INTRODUCTION

...organization/management process of human resources, production, operations, marketing, distribution, and finances; risk management; ethics/legalistic management; international business; accounting, computers, and data processing.

10-102-160 GLOBAL BUSINESS MANAGEMENT

...globalization, cultural environment, global trade environment, politics and law, economic integration, global trade and investment theories, exporting, global marketing, and global supply chain.

10-102-188 BUSINESS MANAGEMENT INTERNSHIP

...training in an appropriate setting through actual work experience and observation.

10-102-190 BUSINESS MANAGEMENT FIELD

STUDY ...alternative to the internship: in-depth study of an industry, business, career, or project.

10-103-121 MICRO: WORD-INTRODUCTION

...word processing basics including creating, revising, formatting, and printing; sections, tabs, multiple-page numbering; manipulating text; creating headers/footers; creating and formatting tables, graphics, creating charts; applying styles; and merging documents. Requires Windows experience.

10-103-131 MICRO: EXCEL-INTRODUCTION

...creating a worksheet, enhancing worksheet appearance, moving and copying data, using formulas and functions, creating charts and using clip art. Requires Windows experience.

10-103-141 MICRO: ACCESS-INTRODUCTION

...creating and modifying database tables, compacting a database, managing records, defining table relationships, creating queries, calculations, and aggregate functions, sorting, and using form and report wizards. Requires Windows experience.

10-103-151 MICRO: POWERPOINT-INTRODUCTION

...presentation development skills such as: graphics, tables, diagrams, shapes, design themes, sounds, animations, slide transitions, and integration with other software. Requires Windows and MS Word experience.

10-104-101 SELLING PRINCIPLES ...selling as a career; success factors in selling; personality development; product knowledge; and the sales process involving preparation, approach, presentation-demonstration, handling objections, and closing the sale successfully.

10-104-110 MARKETING PRINCIPLES ...marketing management, market segmentation, market research, consumer behavior, product decisions and management of distribution, pricing, promotional decisions for strategy planning.

10-104-191 CUSTOMER SERVICE MANAGEMENT

...develop professional telephone etiquette, explore customer service work environments, identify and analyze customer service failures, resolve problems cost effectively, set complaint policies, and develop communication techniques to handle complaining customers.

10-111-103 GRAPHIC WORKSTATIONS

...explore the Macintosh Operating System and applications including iPhoto, iTunes, iMovie, GarageBand, FontBook, Sherlock, iCal, AddressBook and Dashboard. Learn to navigate the Mac Operating System and manage files and folders.

10-182-110 LEAN OPERATIONS MANAGEMENT

...lean operating concepts, total quality management, six sigma methodologies, continuous improvement tools/techniques, process mapping, 5S principles, statistical process control/pull signals, cellular manufacturing, mixed-model production, human resource development.

10-182-157 LOGISTICS/SUPPLY CHAIN

MANAGEMENT ...integrated logistics supply chain, dimensions of logistics and supply chain management, demand management and customer service, procurement and supply management, global logistics, inventory management, warehousing, transportation and third-party logistics.

10-196-136 SAFETY-WORKPLACE ...safety awareness, federal/state/local compliance, inspections, risk analysis, workplace violence, substance abuse, health hazards, first aid, CPR, fire and electrical safety, and emergency preparedness.

10-196-145 WORKPLACE INNOVATION ...use inventive thinking techniques and innovative methods to improve work processes in multiple workplace environments. Assessing innovation projects using six different points-of view.

10-196-164 SUPERVISORS-PERSONAL SKILLS

...time management, stress, and related challenges to a supervisor, personal planning, emotional intelligence, effective communication, and assertiveness.

10-196-193 HUMAN RESOURCE MANAGEMENT

...impacts of EEOC, writing job descriptions, recruitment, selection, conducting job interviews, orientation, developing policies and procedures, training, performance, counseling and development, and compensation and benefit strategies.