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Academic Year: 2020-2021

Business Management Associate Degree

Program Code 101023

General business managers are found in nearly all work settings in virtually every sector of the economy. Graduates of the Business Management program are equipped with the foundational skills needed to manage the operations of a business. Graduates are competent in the business functions of planning, organizing, directing, and controlling with the core skills that are vital for success in the business world.

<p>Average Starting Salary</p> <p>\$42,090.00</p> <p><small>FT Median Annual Wage</small></p>	<p>90% Graduate Employment</p> <p><small>With 49% Employed in Field</small></p>	<p>Job Openings:</p> <p>484*</p>
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Locations

Offered at the Green Bay campus. Most first year program courses available throughout the District. For information in Green Bay: (920) 498-5444. For information in Marinette: (715) 735-9361. For information in Sturgeon Bay: (920) 746-4900. Toll-free: (888) 385-6982.

This program is fully eligible for financial aid.

Follow Your Path

. All credits from the following certificate(s) apply toward this associate degree:

- . Business Operations, 901023



Requirements for Program Entry

- Completed application.
- High school transcript or equivalent. For a list of equivalents, go to www.nwtc.edu/gettingstarted.
- To be admitted to this program, learners must achieve a prior cumulative high school or college grade point average of 2.6 or higher OR a satisfactory academic skills assessment score. College grade point average must be based on 15 credits or more. To learn more about starting this program, please contact an academic advisor at (920) 498-5444 or (888) 385-6982.

CURRICULUM

Students following the study plan below will complete the Business Management associate degree in the number of semesters shown.

FIRST SEMESTER	
10-890-101 College 101	1
10-102-158 Business Principles	3
10-801-136 English Composition 1	3
10-801-196 Oral/Interpersonal Comm	3
10-804-134 Mathematical Reasoning	3
10-103-121 Micro: Word-Intro	1
10-105-101 Career Planning	1
SEMESTER TOTAL	15

SECOND SEMESTER	
10-104-110 Marketing Principles	3
10-196-189 Team Building/Prob Solve	3
10-101-106 Accounting-for Non-Accountants	3
10-809-195 Economics	3
10-103-131 Micro: Excel-Intro	1
10-102-150 Business Law	3
SEMESTER TOTAL	16

THIRD SEMESTER	
10-182-111 Lean Operations	1
10-182-112 Lean Manufacturing	1
10-182-113 Lean Logistics	1
10-101-184 Business Finance/Budgeting	3
10-102-168 Operations Management	3
10-196-191 Supervision	3
10-101-190 Accounting-QuickBooks	1
10-105-103 Career Preparation	1
SEMESTER TOTAL	14

FOURTH SEMESTER	
10-196-193 Human Resource Mgmt	3
10-102-160 Global Business Mgmt	3
10-104-191 Customer Service	3
10-102-199 Bus Mgmt Career Experience	2
10-809-172 Intro to Diversity Studies	3
10-809-198 Intro to Psychology	3
10-102-195 Business Simulation	2
SEMESTER TOTAL	19

TOTAL CREDITS **64**

Curriculum Note
 . The credit for 10-890-101, College 101 is an Institutional Requirement for graduation. Consequently, it is not part of the program requirements, but must be passed with a C or better.

* Program-related job openings, full- and part-time, within our district, via EMSI. Many programs have additional job opportunities outside of district. Learn more at www.nwtc.edu/graduatesuccess

Course Descriptions

10-890-101 COLLEGE 101 ...Students will utilize digital tools and resources to assess, explore, practice, apply, and evaluate both employability and learning skills. By establishing NWTC cultural values as hallmarks of success in academic, career, and personal settings the course encourages reflective, personalized development of a growth mindset and emphasizes the importance of making wise choices. To maximize the return on investment, students should take this course in their first semester as it identifies key expectations (hidden rules) of higher learning and professional employment.

10-102-158 BUSINESS PRINCIPLES ...economics and business; global business; ethics and social responsibility; types of business ownership; entrepreneurship; role of management: operations management; human resources; marketing; managing financial resources and legal issues impacting business.

10-801-136 ENGLISH COMPOSITION 1 ...learners develop knowledge/skills in planning, organizing, writing, editing. Students will also analyze audience/purpose, use elements of research, format documents using standard guidelines, and develop critical reading skills. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills greater/equal to 75; OR ACT Rdg score greater/equal to 16 AND Eng greater/equal to 18; OR preparatory courses-contact academic advisor at 920-498-5444)

10-801-196 ORAL/INTERPERSONAL COMMUNICATION ...the communication process, perception and self-concept, language, listening, nonverbal communication, interpersonal relationships, communication in groups and public communication; prepare and deliver an oral presentation. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills score greater/equal to 60; OR ACT Rdg score greater/equal to 16 AND English score greater/equal to 16; OR preparatory course-contact an academic advisor at 920-498-5444)

10-804-134 MATHEMATICAL REASONING ...This course provides an alternative pathway to earning credit for a college level liberal arts mathematics course. All college students, regardless of their college major, need to be able to make reasonable decisions about fiscal, environmental, and health issues that require quantitative reasoning skills. An activity based approach is used to explore numerical relationships, graphs, proportional relationships, algebraic reasoning, and problem solving using linear, exponential and other mathematical models. Students will develop conceptual and procedural tools that support the use of key mathematical concepts in a variety of contexts. This course is not designed for Science, Technology, Engineering, or Math (STEM) students and/or others who require calculus. (Prerequisite: Accuplacer Arithmetic score greater/equal to 65 AND Reading score greater/equal to 50; OR ACT Math score greater/equal to 15 AND ACT Reading score greater/equal to 15; OR prep courses-contact an academic advisor 920-498-5444)

10-103-121 MICRO: WORD-INTRODUCTION ...word processing basics including creating, revising, formatting, printing; sections, tabs, multiple-page numbering; manipulating text; creating headers/footers; creating/formatting tables, graphics; and merging documents.

10-105-101 CAREER PLANNING ...experiential learning introduction. Learn how personal branding allows candidates to differentiate themselves from the competition through appearance, personality, and marketing competency. Career portfolio introduced. (Corequisite: 10-890-101, College 101)

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.

10-196-189 TEAM BUILDING/PROBLEM SOLVING ...benefits and challenges of group work, necessary roles in a team, stages of team development, meeting facilitation, different approaches to problem solving, consensus, data acquisition, analysis, developing alternative solutions, implementation and evaluation.

10-101-106 ACCOUNTING-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.

10-809-195 ECONOMICS ...scarcity, resources, alternative economic systems, growth, supply and demand, monetary and fiscal policy, inflation, unemployment, and global economic issues. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills greater/equal to 60; OR ACT Rdg score greater/equal to 16 AND English greater/equal to 15; OR 10-831-107, College Reading and Writing with a B or better)

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. Windows experience improves success; consider 10-103-111, Windows/Computer Basics.

10-102-150 BUSINESS LAW ...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.

10-182-111 LEAN OPERATIONS ...develop knowledge skills, process of lean operations management/JIT, quality management, quality control, continuous improvement methodologies, statistical process control chart interpretation, material handling and production logistics.

10-182-112 LEAN MANUFACTURING ...develop knowledge skills process of lean manufacturing/JIT environment, systems approach, productivity attainment, line balancing, kaizen, Kanban, 5S system, value stream mapping, human resource development and lean operations management. (Corequisite: 10-182-111, Lean Operations)

10-182-113 LEAN LOGISTICS ...identify and eliminate waste in your organization's supply chain and logistics function. Apply lean implementation methodology with critical success factors with real-world examples and case studies to demonstrate how to effectively implement long-term improvements and savings in a logistics environment. (Corequisite: 10-182-112, Lean Manufacturing)

10-101-184 BUSINESS FINANCE/BUDGETING ...fiscal and 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. (Prerequisite: 10-804-134, Mathematical Reasoning)

10-102-168 OPERATIONS MANAGEMENT ...the process of evaluating alternative courses of action to given problems and arriving at the most suitable plan. Entails thorough analysis of the pros and cons of every alternative solution. Explore features of production/service systems to include aggregate planning, forecasting techniques, scheduling, MRP and ERP, and inventory management systems. An operational simulation will apply the learnings.

10-196-191 SUPERVISION ...front-line leadership including setting goals, planning, delegation, controlling, communication, motivation, problem solving, and conflict management.

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.

10-105-103 CAREER PREPARATION ...create professional resume and cover letter, prepare for interviews, understand interviewing techniques, participate in a mock interview. (Prerequisites: 10-105-101, Career Planning; 10-801-136, English Composition 1)

10-196-193 HUMAN RESOURCE MANAGEMENT ...impacts of EEOC, writing job descriptions, recruitment, selection, conducting job interviews, orientation, training and development, performance management, counseling and discipline, compensation, benefits, and global human resources.

10-102-160 GLOBAL BUSINESS MANAGEMENT ...globalization, cultural environment, global trade environment, politics and law, economic integration, global trade and investment theories, exporting, global human resource management, corporate social responsibility.

10-104-191 CUSTOMER SERVICE ...examine customer service culture, develop communication and listening skills, explore diversity in the workplace, develop skills for handling challenging customers, and explore the impact of technology on customer service and engagement.

10-102-199 BUSINESS MANAGEMENT CAREER EXPERIENCE ...students can select any hands on experience related to: Internship, Field Research, Service Learning, Capstone, Industry Related or International Experience. Instructor approval required. (Prerequisite: 10-105-103, Career Preparation)

10-809-172 INTRO TO DIVERSITY STUDIES...basic American values of justice and equality by teaching vocabulary, history of immigration/conquest, transcultural communication, legal liability, multicultural majority/minority relations, ageism, sexism, gender, sexual orientation, the disabled/ADA. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills greater/equal to 60; OR ACT Rdg score greater/equal to 16 AND English greater/equal to 15; OR 10-831-107, College Reading and Writing with a B or better)

10-809-198 INTRODUCTION TO PSYCHOLOGY ...survey of theoretical foundations of human behavior such as sensation and perception, motivation, emotions, learning, personality, psychological disorders, therapy, stress, and human diversity in personal, social and vocational settings. (Prerequisite: Cumulative GPA of 2.6 or greater OR satisfactory reading and writing assessment scores OR 10-831-107, College Reading and Writing 1 with "B" or better OR Corequisite: 10-831-102, English Comp Prep)

10-102-195 BUSINESS SIMULATION ...a hands-on decision making experience in the management of a simulated business.