

Business Management

Program Number: 10-102-3

Associate in Applied Science Degree

Accounting and Finance Program Cluster

Center for Business and Applied Arts

Program offered at Madison, Portage and Reedsburg Campuses

Most courses offered at Fort Atkinson and Watertown Campuses

For information call: (608) 246-6003 or (800) 322-6282 Ext. 6003

About the Program

To be accepted into company training programs in middle management, or for running and operating a business, the Business Management program provides a well-rounded study in the fundamentals of business organization, finance, management and related studies. This program provides the student with training necessary for employment and advancement on the job in middle management and allied occupations. Graduates are also trained for positions in such specialty areas as sales, accounting or office operations.

Requirements for Admission

High school diploma, HSED or GED with a minimum grade point average of 2.0 or equivalent.

Curriculum

The courses listed below outline the requirements for graduation for students entering this program in the 2011-2012 academic year. Requirements for graduation may vary depending on the semester in which a student is admitted to their program. Current/continuing students should consult their degree progress report available through their student center account for specific graduation requirements. Program requirements are subject to change.

FIRST YEAR

First Semester		Credits	Hrs/week Lec-Lab
10-101-111	Accounting 1-Principles.....	4	4-0
10-102-134	Business Organization and Management.....	3	3-0
10-801-195	Written Communication.....	3	3-0
10-804-144	Math of Finance.....	3	3-0
10-809-195	<u>Economics.....</u>	<u>3</u>	<u>3-0</u>
Semester Total		16	

Second Semester

10-101-113	Accounting 2-Principles.....	4	4-0
10-102-145	Introduction to Human Resources.....	3	3-0
10-102-150	Introduction to International Business.....	3	3-0
10-801-198	Speech.....	3	3-0
10-809-197	<u>Contemporary American Society.....</u>	<u>3</u>	<u>3-0</u>
Semester Total		16	

SECOND YEAR

First Semester

10-101-118	Management Accounting.....	4	4-0
10-102-114	Business Communication.....	3	3-0
10-114-126	Corporate Finance.....	3	3-0
10-102-143	Management Techniques.....	3	3-0
20-809-276	Business Ethics OR	3	3-0
10-809-166	<u>Intro to Ethics: Theory and Application.....</u>	<u>(3)</u>	<u>3-0</u>
Semester Total		16	

Second Semester

10-102-104	Business Statistics.....	3	3-0
10-102-132	Leadership for Business Excellence.....	3	3-0
10-102-168	Employment Law.....	3	3-0
10-103-133	Excel-Beginning OR	1	2.25-.75
10-103-139	Excel-Intermediate.....	(1)	2.25-.75
10-104-102	Marketing Principles.....	3	3-0
10-809-199	<u>Psychology of Human Relations.....</u>	<u>3</u>	<u>3-0</u>
Semester Total		16	

Electives must be associate degree (100 level) or college transfer (200 level) courses.

Note: Students are placed in English or mathematics courses based on their scores on the COMPASS or ASSET test or on completion of the appropriate prerequisite.

Graduation Requirement:

Please note: A minimum grade of C is required for all technical studies courses in order to graduate.



Program Courses

10-101-111 Accounting 1–Principles 4 credits

Introduction to the field of accounting. The accounting cycle of journalizing transactions, posting, adjusting and closing entries, as well as the preparation of accounting statements is emphasized for service industries and merchandising concerns. Details of accounting for cash and receivables are studied. An introduction to a computerized accounting system is also included. Recommend concurrent enrollment in Math of Finance, 10-804-144.

10-101-113 Accounting 2–Principles 4 credits

Procedures of accounting for partnerships and corporations. Additional topics include fixed assets, current liabilities and payroll, long-term liabilities, investments, statement of cash flows, analysis of financial statements, and an introduction to cost accounting. Prerequisite: grade of C or better in Accounting 1-Principles, 10-101-111 and prerequisite or co-requisite: Math of Finance, 10-804-144.

10-101-118 Management Accounting 4 credits

Emphasizes the managerial use of accounting reports, the problem-solving functions of accounting in relation to current planning and control, performance evaluation, long-range planning, budgets and cost-volume-profit relationships. Prerequisite: Accounting 2-Principles, 10-101-113.

10-102-104 Business Statistics 3 credits

Introduces the theory of and application to basic statistical methods. Emphasizes solving practical business problems. Topics include basic measures, probability, sampling and time series analysis. Prerequisite: Excel–Beginning, 10-103-133 and recommend completion (grade of C or better) of Math of Finance, 10-804-144.

10-102-114 Business Communication 3 credits

Both written and verbal communications are studied. Applications pertaining to business communications and procedures are stressed.

10-114-126 Corporate Finance 3 credits

This intermediate-level course views finance from the perspective of the financial manager. Topics include techniques of financial analysis, forecasting and budgeting, operating and financial leverage, working capital management, the time value of money, cost of capital, long-term debt and stock financing, dividends and retained earnings. Students are expected to apply both principles of accounting and finance. Prerequisite: grade of C or better in Accounting 2–Principles, 10-101-113.

10-102-132 Leadership for Business Excellence 3 credits

The purpose of the course is to identify leadership approaches for guiding a work group or an entire enterprise. Topics covered include: strategic process management, manufacturing systems, operations strategy, product design, process technology selection, capacity planning, resource planning and scheduling, inventory control, project management and quality/productivity improvement tools and strategies. Prerequisites: Business Organization and Management, 10-102-134 and Management Techniques, 10-102-143.

10-102-134 Business Organization and Management 3 credits

This survey course imparts an understanding of the economic and legal environment in which businesses operate, as well as an understanding of the organization and management of business enterprises. An emphasis is placed on business terminology and concepts.

10-102-143 Management Techniques 3 credits

Covers problems facing management and workers with special emphasis on supervisory personnel and their challenges. Management principles are applied to such topics as the relationship of management to the business, its employees, the owner, other customers and the community. Problem solving is emphasized. Prerequisite: Business Organization & Management, 10-102-134.

10-102-145 Introduction to Human Resources 3 credits

Topics include: the nature of employee management, strategic human resource planning, equal employment opportunity, analyzing and staffing jobs, training and developing human resources.

10-102-150 Introduction to International Business 3 credits

Provides a basic understanding of the forces that affect business in an international environment. The following forces will be explored: economic theories, financial, dynamics of organization, socio-economics, physical, socio-cultural, political, legal, labor, and import/export practices. Sixteen different countries will be reviewed for influences on their business economy.

10-102-168 Employment Law 3 credits

Topics include: unemployment compensation laws; workers' compensation laws; hiring and firing practices; sexual harassment in the workplace; the Americans with Disabilities Act; and labor law basics under the National Labor Relations Act. Course examines current "black letter law" together with case decisions. Content is appropriate for persons whose career plans involve employee management.

10-103-139 Excel–Intermediate 1 credit

Work with financial functions, data tables, amortization schedules, hyperlinks, lists, templates, and multiple worksheets and workbooks. Prerequisite: Excel–Beginning, 10-103-133 or equivalent.

10-104-102 Marketing Principles 3 credits

This foundation course introduces students to the marketing process and how it operates in today's dynamic organizations. The entire marketing mix is examined on a broad scale. Topics include: market segmentation and targeting strategies, market research, consumer behavior, product development, pricing policies, distribution, and an overview of promotion. This basic course provides a comprehensive overview of the exciting world of marketing.

Additional Courses (if desired)

10-101-123 Tax 1	4 credits
10-101-137 Computerized Accounting Applications	3 credits
10-101-140 Accounting Business Internship	3 credits
10-102-130 Personal Finance	3 credits
10-102-135 Project Management - Fundamentals	3 credits
10-102-160 Business Law	3 credits
10-103-143 PowerPoint	1 credit

Career Potential:

- Supervisor
- Management Trainee
- Manager

With additional education and/or work experience, graduates may find employment as:

- Administrative Assistant
- Executive Assistant
- Production Assistant
- Account Executive
- Lead Worker
- Owner/Operator

More detailed and updated information on this program may be available at: madisoncollege.org. The college reserves the right to make changes in the regulations and courses announced in this publication without notice.

Madison Area Technical College provides equal opportunity in education and employment.

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