

Business Management

Program Number: 10-102-3

Associate in Applied Science Degree

Business and Marketing 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

1.) High school diploma, HSED or GED with a minimum grade point average of 2.0 or equivalent; 2.) algebra, grade of C or better.

Curriculum

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
10-103-133	Excel-Beginning	1	2.25-.75
10-801-195	Written Communication.....	3	3-0
10-804-144	Math of Finance.....	3	3-0
10-809-195	Economics.....	3	3-0
Semester Total		17	

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
10-801-196	Oral/Interpersonal Communication.....	3	3-0
10-809-197	Contemporary American Society.....	3	3-0
Semester Total		16	

SECOND YEAR

First Semester

10-101-118	Management Accounting.....	4	4-0
10-102-114	Business Communication.....	3	3-0
10-102-126	Corporate Finance.....	3	3-0
10-102-143	Management Techniques.....	3	3-0
10-809-166	Intro to Ethics: Theory and Application.....	3	3-0
Semester Total		16	

Second Semester

10-102-104	Business Statistics.....	3	3-0
10-102-136	Managing Operations.....	2	2-0
10-102-168	Employment Law.....	3	3-0
10-104-102	Marketing Principles.....	3	3-0
10-809-199	Psychology of Human Relations.....	3	3-0
	Elective.....	3	E
Semester Total		17	

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 occupational specific 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, notes and interest, inventories, fixed assets, depreciation and payroll are studied. 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 current and long-term liabilities, statement of cash flows, departmental accounting, manufacturing accounting, analysis of financial statements, introduction to cost accounting, budget preparation and cost-volume-profit analysis. Prerequisites: grade of C or better in Accounting 1 – Principles, 10-101-111 and completion or concurrent enrollment in 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.

10-102-126 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.

10-102-134 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.

10-102-136 Managing Operations 2 credits

Designed for mid-management careers, this course emphasizes practice of management skills through participation in a computer simulation. 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: Management Accounting, 10-101-118, Corporate Finance, 10-102-126 and Business Organization and Management, 10-102-134.

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.

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.

10-103-133 Excel–Beginning 1 credit

Introduction to Excel spreadsheet software. Create, edit, save, format, print, perform calculations, copy/move text and formulas, and create charts. Working knowledge of Windows presumed.

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.

Recommended Electives

10-101-123	Tax 1	4 credits
10-101-137	Computerized Accounting Applications	3 credits
10-102-135	Fundamentals of Project Management	3 credits
10-101-140	Accounting Business Internship	3 credits
10-102-160	Business Law 1	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: malcmadison.edu. 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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