



Effective 2013/2014

Career Cluster ►



Career Pathway ►

General Management

**BUSINESS MANAGEMENT**

(10-102-3)

Associate of Applied Science Degree  
Most Courses Offered at Elkhorn, Kenosha,  
and Racine Campuses & Online

△ Suggested Sequence	✓ Course Number	Course Title	Requisites	Credits	Hrs/Wk Lec - Lab
Semester 1	102-137 *	Business / Intro to		3	3-0
	104-101 *	Marketing Principles		3	3-0
	103-143 *	Computers for Professionals	Prereq: 103-142 (See Notes 1 & 3)	3	2-2
	196-100 *	Accelerated Learning		1	.5-1
	801-136	English Composition 1	Prereq: 831-103 (See Note 1)	3	3-0
	801-198	Speech	Prereq: 838-105	3	3-0
	801-196	OR Oral/Interpersonal Communications			
Semester 2	101-114	Accounting Principles		4	3-2
	OR				
	101-112 *	Accounting for Business & Excel II	(Take 101-114 OR 101-112 & 103-103)	3	3-0
	103-103 *			1	.5-1
	104-104 *	Selling Principles		3	3-0
	196-190 *	Leadership Development		3	3-0
	804-123	Math with Business Applications	Prereq: 834-109	3	3-0
809-198	Psychology, Introduction to	Prereq: 838-105 (See Note 1)	3	3-0	
Semester 3	102-160 *	Business Law		3	3-0
	104-105 *	Promotion Principles		3	3-0
	105-106	*OR Business Communications	Prereq: 801-136	3	2-2
	801-197				
	196-191 *	Supervision		3	3-0
	809-196	Sociology, Introduction to	Prereq: 838-105 (See Note 1)	3	3-0
Semester 4	102-186 *	Business Management Internship	Prereq: Instructor Consent	3	1-0-0-8
	102-196 *	Business Decision Management	Prereq: 101-114 OR 101-112 & 103-103; 104-101	4	3-2
	102-121 *	Credit Management	Prereq: 804-123	3	3-0
	809-166	Ethics: Theory & Applications, Intro	Prereq: 838-105 (See Note 1)	3	3-0
	809-195	Economics	Prereq: 838-105 (See Note 1)	3	3-0
	809-143	OR Microeconomics			
	809-144	Macroeconomics			
Electives	<b>Take 6 elective credits. Any associate degree level course may be taken as an elective.</b>			<b>6</b>	
	<b>Suggested Electives:</b>				
	104-170 Business Purchasing (3 Cr)	196-193 Human Resource Management (3 Cr)			
	104-194 International Marketing (3 Cr)				
196-189 Team Building / Problem Solving (3 Cr)					

**Program Total Required 69**

△ Courses may be taken out of suggested sequence as long as requisites have been met.



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**PROGRAM DESCRIPTION**

Business Management is designed to provide a broad background in management theory, human resource management and behavior, accounting, marketing, and business decision making. Students learn how to effectively plan, organize, direct, and evaluate business functions essential to efficient and productive business organizations. Graduates will have the business knowledge and skills to prepare them for a management trainee, assistant, manager, or team leader position in a wide cross-section of business, government, and not-for-profit sectors of our economy.

**PROGRAM LEARNING OUTCOMES**

Graduates of the Business Management Associate Degree Program should be able to:

1. Apply concepts, methods, processes and functions of management to business operations.
2. Communicate business information effectively using a variety of formats for a variety of audiences.
3. Analyze information to assist in problem solving and decision making that support the organization's mission.
4. Solve problems individually and in a team environment.
5. Evaluate ethical situations and apply principles of corporate social responsibility.
6. Apply HR concepts to establish and maintain effective working relationships in a multicultural setting.
7. Demonstrate basic accounting and financial skills.
8. Apply current and emerging technologies to business situations.
9. Appreciate the importance of personal and professional development for managers.
10. Apply marketing strategies.

**OTHER INFORMATION**

Gateway Technical College reserves the right to modify curriculum requirements for students who interrupt enrollment for a period of two years or take over seven years to complete. Tuition and material fees are determined by the board of the Wisconsin Technical College System. Consult the Master Class Schedule for exact fee amounts. Occasionally, the District may offer a particular course out of published sequence. By doing so, the District does not obligate itself to offer succeeding courses out of published sequence.

**ADMISSION REQUIREMENTS**

1. Students must submit an application & \$30 fee.
2. Students must complete reading, writing, math, and computer skills placement assessments.
3. Students must submit official high school, GED, or HSED transcript.

**GRADUATION REQUIREMENTS**

1. 69 Credits with an average of 2.0 or above.
2. \*Average of 2.0 ("C") or above for these major courses.

*For a complete list of Graduation Requirements check the Student Handbook.*

**NOTES**

1. A satisfactory placement test score (or successful remediation) is required prior to enrollment. See an advisor for details.
2. Any course may be taken prior to entry in the program, assuming prerequisites and corequisites have been satisfied (or waived with departmental approval).
3. Formerly 103-199, PC Basics/Microsoft Office.

**CORE ABILITIES**

Gateway believes students need both technical knowledge and skills and core abilities in order to succeed in a career and in life. The following nine core abilities are the general attitudes and skills promoted and assessed by all Gateway programs. All Gateway graduates should be able to:

1. Act responsibly.
2. Communicate clearly and effectively.
3. Demonstrate essential computer skills.
4. Demonstrate essential mathematical skills.
5. Develop job seeking skills.
6. Respect themselves and others as members of a diverse community.
7. Think critically and creatively.
8. Work cooperatively.
9. Value learning.

**EQUAL OPPORTUNITY/ACCESS EDUCATOR / EMPLOYER  
IGUALDAD DE OPORTUNIDADES**

You may call Student Services at 1-800-247-7122 for additional information.

For a complete list of course descriptions (and possible online courses) for this program, please consult Web Advisor on our web page at [www.gtc.edu](http://www.gtc.edu).

My advisor is \_\_\_\_\_ . My advisor's contact information is \_\_\_\_\_ .