



Effective 2014/2015

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	196-129 *	Management Orientation		1	.5-1
	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
	801-136	English Composition 1	Prereq: 831-103 (See Note 1)	3	3-0
	801-198	OR 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	OR Math with Business Applications	Prereq: 834-109 (See Note 1)	3	3-0
804-115	OR College Technical Math 1	Prereq: 834-110 (See Note 1)	5	5-0	
809-198	OR 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	OR Technical Reporting			
	196-191 *	Supervision		3	3-0
	809-172	Intro to Diversity Studies		3	3-0
Semester 4	102-186	Business Management Internship	Prereq: Instructor Consent		1-0-0-8
	102-138	*OR BIZ Internship	Prereq: Instructor Consent	3	0-0-0-12
	806-112	Principles of Sustainability	Prereq: 838-105 (See Note 1)		3-0
	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	OR Economics	Prereq: 838-105 (See Note 1)	3	3-0
	809-144	OR 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>				
		103-103 Excel II (1 Cr)			
	104-170 Business Purchasing (3 Cr)	196-193 Human Resource Management (3 Cr)			
	104-194 International Marketing (3 Cr)	809-143 Microeconomics (3 Cr)			
196-189 Team Building / Problem Solving (3 Cr)	809-144 Macroeconomics (3 Cr)				

**Minimum Program Total Credits 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. Plan the operations of a business.
2. Organize resources to achieve the goals of the organization.
3. Direct individuals and/or processes to meet organizational goals.
4. Control business processes.

**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. Minimum 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**

To schedule an appointment with an advisor, please call 1-800-247-7122.

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 \_\_\_\_\_ .