



**PROGRAM REQUIREMENTS**  
[www.cvtc.edu](http://www.cvtc.edu) - 1-800-547-2882

START DATE(S): August – Eau Claire and River Falls January – Eau Claire	EFFECTIVE: <b>August 2009</b>
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**Business Management: Program Outcomes**  
*Associate Degree*

Course Number	Course Title	Hrs./Week	Credits	Prerequisite(s)/Comments
<b>First Semester</b>				
102-112	<a href="#">Principles of Management</a>	3	3	
102-131	<a href="#">Introduction to Business</a>	3	3	Equivalent to 102-182 Business Operations
103-102	<a href="#">Microsoft Office Suite</a>	3	2	
104-102	<a href="#">Marketing Principles</a>	4	4	
801-195	<a href="#">Written Communications</a>	3	3	
804-106	<a href="#">Introduction to College Mathematics</a>	4	3	
<b>Total Semester Hrs./Week and Total Credits</b>		<b>20</b>	<b>18 cr.</b>	
<b>Second Semester</b>				
101-111	<a href="#">Accounting I</a>	5	4	
102-111	<a href="#">Introduction to Human Resources</a>	3	3	Equivalent to 196-193 Human Resource Mgmt 102-112
102-113	<a href="#">Business Ethics</a>	3	3	
801-196	<a href="#">Oral/Interpersonal Communications</a>	3	3	
809-196	<a href="#">Introduction to Sociology</a>	3	3	
<b>Total Semester Hrs./Week and Total Credits</b>		<b>17</b>	<b>16 cr.</b>	
<b>Third Semester</b>				
101-184	<a href="#">Business Finance and Budgeting</a>	3	3	
102-116	<a href="#">Management Decision Making</a>	3	3	103-102
102-150	<a href="#">International Business</a>	3	3	
196-188	<a href="#">Project Management</a>	3	3	
809-172	<a href="#">Race, Ethnic and Diversity</a>	3	3	
	Elective ( <i>see Tip Sheet</i> )		3	
<b>Total Semester Hrs./Week and Total Credits</b>			<b>18 cr.</b>	
<b>Fourth Semester</b>				
102-114	<a href="#">Managing Operations</a>	2	2	101-184
102-115	<a href="#">Business Management Internship (72 hours, see Tip Sheet)</a>		1	102-111, 102-112, 102-113, 102-116, Corequisite: 102-117
102-117	<a href="#">Planning Your Business Management Career</a>	2	2	102-111, 102-112, 102-113, 102-116, Corequisite: 102-115
102-160	<a href="#">Business Law</a>	3	3	
809-195	<a href="#">Economics</a>	3	3	
809-198	<a href="#">Introduction to Psychology</a> OR	3	3	
809-199	<a href="#">Psychology of Human Relations</a>			
	Elective ( <i>see Tip Sheet</i> )		3	
<b>Total Semester Hrs./Week and Total Credits</b>			<b>17 cr.</b>	

**TOTAL CREDITS REQUIRED = 69                      2.0 MINIMUM PROGRAM CUMULATIVE GPA REQUIRED FOR GRADUATION**

If a student does not enroll in any courses at CVTC for two or more consecutive semesters, the student will be required to reapply with Admissions. Students must abide by any changes in admission requirements and degree requirements

## Business Management Tips

### **Business Management Internship**

To fulfill the requirements of the Internship, students will need to enroll in both 102-115 Business Management Internship (72 hours) along with 102-117 Planning your Business Management Career (32 hours/2 credits). 102-117 Planning Your Business Management Career will be scheduled as a traditional class.

### **Transfer Credit**

To see what courses transfer to a public postsecondary institution in Wisconsin, go to the Transfer Information System at [www.uwsa.edu/tis](http://www.uwsa.edu/tis),

- Click on Credit Transfer Wizard
- Click on Course Wizard

You must contact the college you wish to attend to find out exactly what they expect and when you should seek admission. The Transfer Information System does not include private colleges or out-of-state institutions.

If students are interested in earning an additional Associate Degree or a related certificate, they would look at the requirements as they select electives for their current degree program. Related business programs may include the following but are not limited to: Accounting, Marketing and Supervisory Management.

### **Suggested Electives**

***Spreadsheets for Accounting 101-103*** (1 credit, 2 hours/week), Prerequisites: 101-111, 103-102

This course introduces intermediate Excel concepts with accounting applications. Students will plan, create, format, and modify Excel worksheets for accounting applications. They will also create and modify an Excel database, create and use macros, and link Excel and Word files.

***Accounting II 101-113*** (4 credits, 5 hours/week), Prerequisite: 101-111

This course provides students with knowledge of accounting principles beyond those provided in Accounting I. Students will study accounting for partnerships, corporations, and manufacturing enterprises. They will also learn the basics of cash flow statement preparation and financial statement analysis.

***Small Business Management 102-130*** (3 credits, 3 hours/week), No prerequisite

Buying or opening a business; business planning and layout; site selection; forms of the business; personnel; bookkeeping; office records; customer credit; sales and service; promotion; legal aspects; insurance; purchasing; inventory control; relation to government; public relations with vendors, customers, and employees.

***Selling Principles 104-104*** (4 credits, 4 hours/week), No prerequisite

Acquaints the student with qualifications and personality types needed for selling. Analyzes the basic selling steps - prospecting, preapproach, approach, presentation, handling concerns, closing and follow-up.

***Promotion Principles 104-125*** (3 credits, 4 hours/week), Prerequisite: 104-102

Promotion principles refers to non-personal communication about product services, image, or ideas to influence customer behavior. Topics include; advertising, sales promotion, visual promotion, public relations, and managing the promotion function.

***Performance Management & Employee Reward Systems 196-111*** (3 credits, 3 hours/week), No prerequisite

In this course we will learn the skills set for managing employee performance including coaching, disciplining, and evaluating employees. In addition, the course will review employee rewards and compensation related to the determination of employee wages, incentives, and benefits. Specific topics covered include job evaluation systems, strategic compensation plans, payroll and individual and group incentive plans.

***Human Resource Law 196-113*** (3 credits, 3 hours/week), No prerequisite

This course is designed to help the participant understand the law as it applies to the management of human resources. It addresses such topics as ADA compliance, hiring practices, discrimination issues, sexual harassment, and other human resource issues. Its coverage is aimed at helping HR employees recognize legal problems, to know the legal impact of decisions on personnel matters, and to be knowledgeable in general of the law as it might impact individuals in organizations.

***Personal Skills for Supervisor 196-163*** (3 credits, 3 hours/week)

The learner applies the skills and tools necessary to deal with the time management, stress, and related challenges to a supervisor. Each learner will demonstrate the application of time management techniques, personal planning, continuous learning, valuing rights and responsibilities of others, effective communication, assertiveness, and dealing effectively with stress.

***Managing for Quality 196-192*** (3 credits, 3 hours/week), Prerequisite: 196-163 or concurrently

The learner applies the skills and tools necessary to implement and maintain a continuous improvement environment. Each learner will demonstrate the application of a personal philosophy of quality, identifying all stakeholder relationships, meeting/exceeding customer expectations, a systems-focused approach, using appropriate models and tools, managing a quality improvement project, and measuring effectiveness of continuous improvement activities.

## **Certificates Available**

**Human Resource Certificate (TC-196-2)** This certificate is designed for supervisors or employees who desire or have recently taken on Human Resource responsibilities. The concepts covered in the certificate would also serve those who are looking for a career change or comprehensive overview of Human Resources, outside their current specialty area. This certificate consists of five three-credit courses. Each course is conveniently offered at night and does not require a prerequisite. **Total Credits: 15**

196-110 Managing of Employee Benefits	3	196-111 Performance Management and Employee Reward Systems	3
196-112 Training Systems	3	196-113 Human Resource Law	3
196-114 Recruitment and Selection	3		

**Small Business Accounting (TC-101-1)** Certificate options will enable students to upgrade computerized accounting skills used in a current job; prepare for employment advancement where accounting knowledge is needed; and obtain entry-level computerized accounting skills used in accounting assistant positions working with accounts receivable, accounts payable, and computerized accounting. Complete all credits from the list below. **Total Credits: 13**

101-106 Accounting Spreadsheets and Calculations*	2	101-150 Accounting Software Applications*	3
101-111 Accounting I	4	103-102 Microsoft Office Suite	2
101-121 Payroll Accounting*	2		

**Small Business Marketing (TC-104-1)** This certificate is designed to help prepare a person to implement effective marketing and management strategies for a small business. This is an ideal training program to help a person move up in the organization or manage their own small business. **Total Credits: 14**

104-102 Marketing Principles	4	104-104 Selling Principles	4
104-125 Promotion Principles	3	102-130 Small Business Management	3

**Supervisor's Certificate (AC-196-1)** This program was developed to provide working adults with the skills and understanding necessary to be effective in supervisory and management positions in business, industry, government, and health care. Instruction is designed to provide skills in leadership techniques, project management, motivation, quality, business organization, employee relations, and human resource management. Courses in this program are offered at varying times to accommodate work schedules. Core courses are offered in an 8-week accelerated format (24 hours per course). **Total Credits: 24**

196-163 Personal Skills for Supervisors	3	801-195 Written Communications	3
196-190 Leadership Development	3	801-196 Oral/Interpersonal Communications	3
196-191 Supervision	3	809-195 Economics	3
196-192 Managing for Quality	3	809-198 Introduction to Psychology	3

For more information see the certificate catalog at [www.cvtc.edu](http://www.cvtc.edu).

Some courses are available online, evening and on the weekend. Check our website, [www.cvtc.edu](http://www.cvtc.edu) for more information.

### **Financial Aid Consideration:**

Some courses may not be eligible for financial aid. Courses must be part of a program to be eligible. A list of courses not eligible is located on [www.cvtc.edu](http://www.cvtc.edu).