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Academic Year: 2020-2021

## Entrepreneurship Associate Degree

Program Code 101451

Do you dream of owning your own business? As a graduate of the Entrepreneurship associate degree you will learn how to start, run, and manage a profitable business. The curriculum includes the creation of a business plan, successful entrepreneurial marketing strategies and campaigns, financial management of a small business, and service management. Students will be encouraged to build mentorships with area seasoned business owners.

### Locations

Offered at the Green Bay campus. Most first year program courses available throughout the District. For information in Green Bay: (920) 498-5444. For information in Marinette: (715) 735-9361. For information in Sturgeon Bay: (920) 746-4900. Toll-free: (888) 385-6982.

This program is fully eligible for financial aid.

### Requirements for Program Entry

- Completed application.
- High school transcript or equivalent. For a list of equivalents, go to [www.nwtc.edu/gettingstarted](http://www.nwtc.edu/gettingstarted).
- To be admitted to this program, learners must achieve a prior cumulative high school or college grade point average of 2.6 or higher OR a satisfactory academic skills assessment score. College grade point average must be based on 15 credits or more. To learn more about starting this program, please contact an academic advisor at (920) 498-5444 or (888) 385-6982.

### Follow Your Path

All credits from the following certificate(s) apply toward this associate degree:  
Entrepreneurship, 901451



### CURRICULUM

Students following the study plan below will complete the Entrepreneurship associate degree in the number of semesters shown.

FIRST SEMESTER	
10-890-101 College 101	1
10-103-121 Micro: Word-Intro	1
10-801-136 English Composition 1	3
10-102-158 Business Principles	3
10-804-134 Mathematical Reasoning	3
10-104-110 Marketing Principles	3
10-105-101 Career Planning	1
<b>SEMESTER TOTAL</b>	<b>15</b>

SECOND SEMESTER	
10-103-131 Micro: Excel-Intro	1
10-801-196 Oral/Interpersonal Comm	3
10-809-195 Economics	3
10-102-150 Business Law	3
10-182-131 Negotiations	3
10-145-186 Financial Management-Small Bus	3
<b>SEMESTER TOTAL</b>	<b>16</b>

THIRD SEMESTER	
10-101-190 Accounting-QuickBooks	1
10-105-103 Career Preparation	1
10-196-191 Supervision	3
10-196-188 Project Mgmt Fundamentals	3
10-809-166 Intro to Ethics: Theory & App	3
10-104-191 Customer Service	3
<b>SEMESTER TOTAL</b>	<b>14</b>

FOURTH SEMESTER	
10-145-189 Writing a Business Plan-Sm Bus	3
10-102-160 Global Business Mgmt	3
10-809-172 Intro to Diversity Studies	3
10-809-198 Intro to Psychology	3
10-104-101 Selling Principles	3
10-102-199 Bus Mgmt Career Experience	2
<b>SEMESTER TOTAL</b>	<b>17</b>

**TOTAL CREDITS** 62

#### Curriculum Note

The credit for 10-890-101, College 101 is an Institutional Requirement for graduation. Consequently, it is not part of the program requirements, but must be passed with a C or better.

### Course Descriptions

10-890-101 COLLEGE 101 ...Students will utilize digital tools and resources to assess, explore, practice, apply, and evaluate both employability and learning skills. By establishing NWTC cultural values as hallmarks of success in academic, career, and personal settings the course encourages reflective, personalized development of a growth mindset and emphasizes the importance of making wise choices. To maximize the return on investment, students should take this course in their first semester as it identifies key expectations (hidden rules) of higher learning and professional employment.

10-103-121 MICRO: WORD-INTRODUCTION ...word processing basics including creating, revising, formatting, printing; sections, tabs, multiple-page numbering; manipulating text; creating headers/footers; creating/formatting tables, graphics; and merging documents.

10-801-136 ENGLISH COMPOSITION 1 ...learners develop knowledge/skills in planning, organizing, writing, editing. Students will also analyze audience/purpose, use elements of research, format documents using standard guidelines, and develop critical reading skills. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills greater/equal to 75; OR ACT Rdg score greater/equal to 16 AND Eng greater/equal to 18; OR preparatory courses-contact academic advisor at 920-498-5444)

10-102-158 BUSINESS PRINCIPLES ...economics and business; global business; ethics and social responsibility; types of business ownership; entrepreneurship; role of management: operations management; human resources; marketing; managing financial resources and legal issues impacting business.

10-804-134 MATHEMATICAL REASONING ...This course provides an alternative pathway to earning credit for a college level liberal arts mathematics course. All college students, regardless of their college major, need to be able to make reasonable decisions about fiscal, environmental, and health issues that require quantitative reasoning skills. An activity based approach is used to explore numerical relationships, graphs, proportional relationships, algebraic reasoning, and problem solving using linear, exponential and other mathematical models. Students will develop conceptual and procedural tools that support the use of key mathematical concepts in a variety of contexts. This course is not designed for Science, Technology, Engineering, or Math (STEM) students and/or others who require calculus. (Prerequisite: Accuplacer Arithmetic score greater/equal to 65 AND Reading score greater/equal to 50; OR ACT Math score greater/equal to 15 AND ACT Reading score greater/equal to 15; OR prep courses-contact an academic advisor 920-498-5444)

10-104-110 MARKETING PRINCIPLES ...marketing management, market segmentation, market research, consumer behavior, product decisions and management of distribution, pricing, promotional decisions for strategy planning.

10-105-101 CAREER PLANNING ...experiential learning introduction. Learn how personal branding allows candidates to differentiate themselves from the competition through appearance, personality, and marketing competency. Career portfolio introduced. (Corequisite: 10-890-101, College 101)

10-103-131 MICRO: EXCEL-INTRODUCTION ...creating a worksheet, enhancing worksheet appearance, moving and copying data, using formulas and functions, creating charts and using clip art. Windows experience improves success; consider 10-103-111, Windows/Computer Basics.

10-801-196 ORAL/INTERPERSONAL COMMUNICATION ...the communication process, perception and self-concept, language, listening, nonverbal communication, interpersonal relationships, communication in groups and public communication; prepare and deliver an oral presentation. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills score greater/equal to 60; OR ACT Rdg score greater/equal to 16 AND English score greater/equal to 16; OR preparatory course-contact an academic advisor at 920-498-5444)

10-809-195 ECONOMICS ...scarcity, resources, alternative economic systems, growth, supply and demand, monetary and fiscal policy, inflation, unemployment, and global economic issues. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills greater/equal to 60; OR ACT Rdg score greater/equal to 16 AND English greater/equal to 15; OR 10-831-107, College Reading and Writing with a B or better)

10-102-150 BUSINESS LAW ...common law contracts and sales contracts: formation, interpretation, performance, and discharge; the law of agency; corporations; and introduction to the American legal system: criminal and tort law, and global business issues.

10-182-131 NEGOTIATIONS ...techniques and skills used in bargaining to maximize a company's profits and competitiveness for both domestic and global concessions. Appropriate for learners in any College of Business program as well as for non-program students.

10-145-186 FINANCIAL MANAGEMENT-SMALL BUSINESS ...the importance of good recordkeeping systems, reports, and the records necessary for a small business. Financial analysis techniques are explored through hands-on Income statements and cash flow projections for small businesses.

10-101-190 ACCOUNTING-QUICKBOOKS ...an introductory course in using QuickBooks to create vendor/employee accounts, invoices, budgets, profit/loss statements, balance sheets, A/R, A/P, journals, graphs.

10-105-103 CAREER PREPARATION ...create professional resume and cover letter, prepare for interviews, understand interviewing techniques, participate in a mock interview. (Prerequisites: 10-105-101, Career Planning; 10-801-136, English Composition 1)

10-196-191 SUPERVISION ...front-line leadership including setting goals, planning, delegation, controlling, communication, motivation, problem solving, and conflict management.

10-196-188 PROJECT MANAGEMENT FUNDAMENTALS ...the role of project management, developing a project proposal, demonstration of relevant software, working with project teams, sequencing tasks, charting progress, dealing with variations, budgets and resources, implementation, and assessment.

10-809-166 INTRO TO ETHICS: THEORY & APP ...basic understanding of theoretical foundations of ethical thought; analyze/compare relevant issues using diverse ethical perspectives; critically evaluate individual, social/professional standards of behavior--applying a systematic decision-making process. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills greater/equal to 60; OR ACT Rdg score greater/equal to 16 AND English greater/equal to 15; OR 10-831-107, College Reading and Writing with a B or better)

10-104-191 CUSTOMER SERVICE ...examine customer service culture, develop communication and listening skills, explore diversity in the workplace, develop skills for handling challenging customers, and explore the impact of technology on customer service and engagement.

10-145-189 WRITING A BUSINESS PLAN-SMALL BUSINESS ...as a necessary component to beginning a small business, from addressing facets of the business plan, observing various types of plans, to realizing readiness to begin. Plan preparation/presentation are required.

10-102-160 GLOBAL BUSINESS MANAGEMENT ...globalization, cultural environment, global trade environment, politics and law, economic integration, global trade and investment theories, exporting, global human resource management, corporate social responsibility.

10-809-172 INTRO TO DIVERSITY STUDIES...basic American values of justice and equality by teaching vocabulary, history of immigration/conquest, transcultural communication, legal liability, multicultural majority/minority relations, ageism, sexism, gender, sexual orientation, the disabled/ADA. (Prerequisite: Accuplacer Rdg score greater/equal to 55 AND Sentence Skills greater/equal to 60; OR ACT Rdg score greater/equal to 16 AND English greater/equal to 15; OR 10-831-107, College Reading and Writing with a B or better)

10-809-198 INTRODUCTION TO PSYCHOLOGY ...survey of theoretical foundations of human behavior such as sensation and perception, motivation, emotions, learning, personality, psychological disorders, therapy, stress, and human diversity in personal, social and vocational settings. (Prerequisite: Cumulative GPA of 2.6 or greater OR satisfactory reading and writing assessment scores OR 10-831-107, College Reading and Writing 1 with "B" or better OR Corequisite: 10-831-102, English Comp Prep)

10-104-101 SELLING PRINCIPLES ...selling as a career; success factors in selling; personality development; product knowledge; and the sales process involving preparation, approach, presentation-demonstration, handling objections, and closing the sale successfully.

10-102-199 BUSINESS MANAGEMENT CAREER EXPERIENCE ...students can select any hands on experience related to: Internship, Field Research, Service Learning, Capstone, Industry Related or International Experience. Instructor approval required. (Prerequisite: 10-105-103, Career Preparation)