



BUSINESS MANAGEMENT

Associate in Applied Science (AAS) Program Code: 10-102-3 Total Credits: 64-65

Mid-State's Business Management program provides a broad business background that prepares individuals to work in middle management or run a business. Students develop general technical and interpersonal skills related to management, finance, operations, customer service management, ethics, and much more. Guest speakers, field trips, business tours, and professional organization presentations are combined with hands-on simulations, mock interviews, and projects for local businesses.

Estimated tuition and fees: mstc.edu/programcosts

ACADEMIC ADVISOR

To schedule an appointment with an academic advisor, call 715.422.5300. Academic advisors will travel to other campuses as necessary to accommodate student needs. For more information about advising, visit mstc.edu/advising.

NEW STUDENT CHECKLIST

Complete the following steps to prepare for your New Student Advising appointment with your academic advisor:

- Submit a Mid-State application at mstc.edu/apply.
- Send official transcripts to:
Mid-State Technical College
Student Services
1001 Centerpoint Drive
Stevens Point, WI 54481
- Complete the Free Application for Federal Student Aid (FAFSA) at fafsa.gov. Mid-State's Financial Aid team is available to assist with your FAFSA application and to answer your financial aid questions. Contact Financial Aid or schedule an appointment at mstc.edu/financial-aid.
- Set up student MyCampus account at mstc.edu/mycampus-assistance.
- Schedule a New Student Advising appointment at mstc.edu/advising.



mstc.edu • 888.575.6782 • TTY: 711



ADAMS CAMPUS
401 North Main
Adams, WI 53910

MARSHFIELD CAMPUS
2600 West 5th Street
Marshfield, WI 54449

**STEVENS POINT
DOWNTOWN CAMPUS**
1001 Centerpoint Drive
Stevens Point, WI 54481

WISCONSIN RAPIDS CAMPUS
500 32nd Street North
Wisconsin Rapids, WI 54494

CAREER PATHWAY • BEGIN AT ANY POINT



CREDIT FOR PRIOR LEARNING AND EXPERIENCE

- Certifications and Licenses
- High School Credit
- Military Experience
- National/Standardized Exams
- Transfer Credit
- Work and Life Experience

Learn about Credit for Prior Learning at mstc.edu/cpl.

BUSINESS COMMUNICATIONS FOUNDATIONS

Certificate • 9 Credits

BUSINESS LEGAL FOUNDATIONS

Certificate • 6 Credits

BUSINESS OFFICE FOUNDATIONS

Certificate • 6 Credits

FOUNDATIONS OF BUSINESS ADMINISTRATION

Certificate • 9 Credits

HUMAN RESOURCES FOUNDATIONS

Certificate • 6 Credits

LEADERSHIP FOUNDATIONS

Certificate • 6 Credits

For more information and additional opportunities, visit mstc.edu/career-accelerator.

CUSTOMER RELATIONSHIP PROFESSIONAL

Technical Diploma • 12 Credits

Start Your Career

- Call Center Agent
- Customer Care Representative
- Customer Service Representative

ENTREPRENEUR

Technical Diploma • 16 Credits

Start Your Career

- Business Owner
- Entrepreneur
- Founder/CEO

HUMAN RESOURCES ASSISTANT

Technical Diploma • 32 Credits

Start Your Career

- HR Generalist
- HR Recruitment Coordinator
- Job Analyst

OFFICE SUPPORT SPECIALIST

Technical Diploma • 32 Credits

Start Your Career

- Administrative Assistant
- Office Assistant
- Receptionist

BUSINESS MANAGEMENT

Associate in Applied Science (AAS) • 64-65 Credits

Start Your Career

- Account Executive
- Department Supervisor
- Office Manager

BACHELOR'S DEGREE OPTIONS

For those interested in continuing their education, Mid-State offers transfer agreements with various four-year colleges and universities. For more information and additional opportunities, visit mstc.edu/transfer.

OTHER OPTIONS

RELATED PROGRAMS

- Human Resources
- Project Management
- Leadership Development

OUTCOMES

Employers will expect you, as a Business Management graduate, to be able to:

- Plan the operations of a business across functional areas.
- Organize resources to achieve the goals of the organization.
- Direct individuals and/or processes to meet organizational goals.
- Control business processes.

TECHNICAL SKILLS ATTAINMENT

The Wisconsin Technical College System (WTCS) has implemented a requirement that all technical colleges measure outcomes attained by students. This requirement is called Technical Skills Attainment (TSA). The main objective of TSA is to ensure graduates have the technical skills needed by employers. Business Management outcomes are measured in the TSA-designated course Business Decision Making.

STUDENT HANDBOOK

Visit mstc.edu/studenthandbook to view Mid-State's student handbook, which contains information about admissions, enrollment, appeals processes, services for people with disabilities, financial aid, graduation, privacy, Mid-State's Student Code of Conduct, and technology.

GRADUATION REQUIREMENT

The GPS for Student Success course is required for all Mid-State program students and is recommended to be completed before obtaining 12 credits. (Not counted in the total credit value for this program.) Some students are exempt from this requirement. Please see your program advisor for more information.

GPS for Student Success

10890102 1 credit

Integrate necessary skills for student success by developing an academic plan, identifying interpersonal attributes for success, adopting efficient and effective learning strategies, and utilizing Mid-State resources, policies, and processes. This course is recommended to be completed prior to obtaining 12 credits and is a graduation requirement unless you receive an exemption from your program advisor.

ADDITIONAL COURSES AS NEEDED

The following courses may be recommended or required if the student does not achieve minimum Accuplacer scores.

College Reading and Writing 1

10831104 3 credits

Provides learners with opportunities to develop and expand reading and writing skills to prepare for college-level academic work. Students will employ critical reading strategies to improve comprehension, analysis, and retention of texts. Students will apply the writing process to produce well-developed, coherent, and unified written work.

Pre-Algebra

10834109 3 credits

Provides an introduction to algebra. Includes operations on real numbers, solving linear equations, percent and proportion, and an introduction to polynomials and statistics. Prepares students for elementary algebra and subsequent algebra-related courses.

SAMPLE FULL-TIME CURRICULUM OPTION

Term		16 credits
10102101	Intro to Business ☑	3
10102231	Business Networking	1
10106106	Quality Customer Service ☑	3
10196190	Leadership Development ☑ -OR-	
10102138	Organizational Behavior ☑	3
10801195	Written Communication ☑ -OR-	
10801136	English Composition 1 ☑	3
10801196	Oral/Interpersonal Communication ☑ -OR-	
10801198	Speech ☑	3
Term		16 credits
10101140	Accounting 1 ☑ -OR-	
10102178	Personal Finance ☑	3
10102230	Business Communities	1
10103106	Microsoft Office-Introduction ☑	3
10104102	Marketing Principles ☑	3
10106190	Professional Business Skills ☑	3
10196189	Team Building & Problem Solving	3
Term		16-17 credits
10102110	Employment Law	3
10102233	Negotiation Skills	1
10196191	Supervision ☑	3
10196193	Human Resource Management ☑	3
10804107	College Mathematics ☑	3
	-OR-	
10804118	Intermediate Algebra with Applications ☑	4
	-OR-	
10804189	Introductory Statistics ☑	3
10809172	Introduction to Diversity Studies ☑ -OR-	
10809196	Intro to Sociology ☑ -OR-	
10809122	Intro to American Government ☑	3
Term		16 credits
10102104	Business Law ☑	3
10102160	Business Decision Making	3
10102232	Entrepreneurial Foundations	1
10196192	Managing for Quality	3
10809188	Developmental Psychology ☑ -OR-	
10809198	Intro to Psychology ☑	3
10809195	Economics ☑	3
Total credits 64-65		

☑ This course has options available to receive credit for prior learning (CPL) or work experience. Visit the website at mstc.edu/cpl or contact your advisor for details.

Please Note:

- This curriculum sequence is only for student planning. Actual student schedules will vary depending on course availability.
- Program completion time may vary based on student scheduling and course availability. For details, go to mstc.edu/schedule.

SAMPLE PART-TIME CURRICULUM OPTION

Term		7 credits
10102101	Intro to Business ☑	3
10102231	Business Networking	1
10801196	Oral/Interpersonal Communication ☑ -OR-	
10801198	Speech ☑	3
Term		9 credits
10106106	Quality Customer Service ☑	3
10196190	Leadership Development ☑ -OR-	
10102138	Organizational Behavior ☑	3
10801195	Written Communication ☑ -OR-	
10801136	English Composition 1 ☑	3
Term		7 credits
10101140	Accounting 1 ☑ -OR-	
10102178	Personal Finance ☑	3
10102230	Business Communities	1
10196189	Team Building & Problem Solving	3
Term		9 credits
10103106	Microsoft Office-Introduction ☑	3
10104102	Marketing Principles ☑	3
10106190	Professional Business Skills ☑	3
Term		7 credits
10102110	Employment Law	3
10102233	Negotiation Skills	1
10809172	Introduction to Diversity Studies ☑ -OR-	
10809196	Intro to Sociology ☑ -OR-	
10809122	Intro to American Government ☑	3
Term		9-10 credits
10196191	Supervision ☑	3
10196193	Human Resource Management ☑	3
10804107	College Mathematics ☑	3
	-OR-	
10804118	Intermediate Algebra with Applications ☑	4
	-OR-	
10804189	Introductory Statistics ☑	3
Term		9 credits
10102104	Business Law ☑	3
10196192	Managing for Quality	3
10809188	Developmental Psychology ☑ -OR-	
10809198	Intro to Psychology ☑	3
Term		7 credits
10102160	Business Decision Making	3
10102232	Entrepreneurial Foundations	1
10809195	Economics ☑	3
Total credits 64-65		

MULTIPLE MEASURES

Multiple Measures Writing (MMW): High school GPA of 2.6 and successful completion of 2.0 credits of high school writing courses with a "C" or better

Multiple Measures Reading (MMR): High school GPA of 2.6 and successful completion of 2.0 credits of high school literature courses with a "C" or better

Multiple Measures Math 1 (MMM_1): High school GPA of 2.6 and successful completion of 1.0 credits of high school math (Algebra 1 or equivalent) with a "C" or better

Multiple Measures Math 2 (MMM_2): High school GPA of 2.6 and successful completion of 2.0 credits of high school math including Algebra 1 and Algebra 2 with a "C" or better

Multiple Measures Science 1 (MMS_1): High school GPA of 2.6 and successful completion of 1.0 credits of high school lab science course with a "C" or better

Multiple Measures Science 2 (MMS_2): High school GPA of 2.6 and successful completion of 1.0 credits of high school chemistry with a "C" or better

Past high school and college transcripts are used in making course placement decisions.

COURSE DESCRIPTIONS

Accounting 1

10101140.....3 credits

A beginning course designed especially for majors or those who need a strong foundation in accounting principles. Develops the accounting cycle of journaling, posting, adjusting, closing, and reporting. Also emphasizes service and merchandising sole proprietorships in developing the accounting cycle. Explores issues for accounting for cash, accounts and notes receivable, inventories, and fixed assets.

Business Communities

10102230 1 credit

This course provides students with a comprehensive understanding of how different business communities operate, how they contribute to economic ecosystems, and how learners can participate effectively. This course will explore the dynamics, structures, and strategies involved in various professional associations, including local, global, industry-specific, and online communities.

Business Decision Making

101021603 credits

Develops skill to enable students to make individual decisions and participate in and facilitate group decisions in pursuit of the goals and objectives of an organization. Students analyze decision-making environments; employ a systematic decision-making process; use creative and analytic thinking tools for information gathering and analysis; employ ethical and social standards; contribute in group decision-making; and facilitate the group decision-making process.

Prerequisites: Nine core credits from a 102, 103, 109, 196, or 623 program code

Business Law

10102104.....3 credits

Introduces the basic foundation of laws and regulatory systems applicable to the business environment. Students examine the UCC, contract torts, agency law, and business and cybercrime. Students apply business legal theory in conjunction with ethical decision making through practical application.

Business Networking

10102231..... 1 credit

This course will equip students with the knowledge, strategies, and practical techniques to build, nurture, and leverage professional relationships for personal and organizational success. Through a combination of classroom instruction, interactive exercises, and simulated practice, this course will empower students to enhance their networking abilities, expand their professional circles, and create valuable connections.

College Mathematics

108041073 credits

This course is designed to review and develop fundamental concepts of mathematics in the areas of algebra, geometry, trigonometry, measurement and data. Algebra topics emphasize simplifying algebraic expressions, solving linear equations and inequalities with one variable, solving proportions and percent applications. Geometry and trigonometry topics include; finding areas and volumes of geometric figures, applying similar and congruent triangles, applying Pythagorean Theorem, and solving right triangles using trigonometric ratios. Measurement topics emphasize the application of measurement concepts and conversion techniques within and between U.S. customary and metric system to solve problems. Data topics emphasize data organization and summarization skills, including: frequency distributions, central tendency, relative position and measures of dispersion. Special emphasis is placed on problem solving, critical thinking and logical reasoning, making connections, and using calculators.

Prerequisite: High School GPA of 2.6 and MMM_1 or Accuplacer Arithmetic of 250 and QAS 234 or ACT Math score of 17 or Pre-Algebra 10834109 with a "C" or better

Developmental Psychology

10809188.....3 credits

Studies human development throughout the lifespan and explores developmental theory and research with an emphasis on the interactive nature of the biological, cognitive, and psychosocial changes that affect the individual from conception to death. Application activities and critical thinking skills enable students to gain an increased knowledge and understanding of themselves and others.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

Economics

108091953 credits

Provides an overview of how a market-oriented economic system operates and surveys the factors that influence national economic policy. Basic concepts and analyses are illustrated by reference to a variety of contemporary problems and public policy issues. Concepts include scarcity, resources, alternative economic systems, growth, supply and demand, monetary and fiscal policy, inflation, unemployment and global economic issues.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

Employment Law

10102110.....3 credits

Introduces a broad scope of employment laws and provides the opportunity to apply these laws to the employment arena. Includes laws relating to anti-discrimination, including the Civil Rights Act, ADEA, and ADA; wage and hour regulation, including FLSA; employer-provided pensions, including ERISA; health insurance, including COBRA and ACA; and unemployment and worker's compensation insurance.

COURSE DESCRIPTIONS

English Composition 1 ☑

108011363 credits

Learners develop and apply skills in all aspects of the writing process. Through a variety of learning activities and written documents, learners employ rhetorical strategies, plan, organize and revise content, apply critical reading strategies, locate and evaluate information, integrate and document sources, and apply standardized English language conventions.

Prerequisite: High School GPA of 2.6 and MMW or Accuplacer Writing of 262 or ACT English score of 20 or completion of College Reading and Writing 1 10831104 with a "C" or better

Entrepreneurial Foundations

101022321 credit

Learners study entrepreneurial practices by exploring components of a startup business plan. This includes comparing ways of going into business as well as developing marketing, legal, financial, products/services, management, and operations plans for a small business of their choice.

Human Resource Management ☑

101961933 credits

Applies skills and tools necessary to perform human resource functions in an organization. Each learner demonstrates skill in following EEOC laws; writing job descriptions; recruiting, selecting, and orienting employees; developing policies and procedures; developing and conducting training; designing performance appraisal plans; developing employee development plans; and selecting compensation and benefit strategies.

Prerequisite: Nine core credits from a 101, 102, 103, 109, 196, or 623 program code.

Intermediate Algebra with Applications ☑

108041184 credits

This course offers algebra content with applications. Topics include properties of real numbers; order of operations; algebraic solution for linear equations and inequalities; operations with polynomial and rational expressions; operations with rational exponents and radicals; and algebra of inverse, logarithmic, and exponential functions.

Prerequisite: High School GPA of 2.6 and MMM_1 or Accuplacer Arithmetic of 263 and QAS 234 or ACT Math score of 19 or QAS of 245 or Pre-Algebra 10834109 with a "C" or better

Intro to American Government ☑

108091223 credits

Introduces American political processes and institutions. Focuses on rights and responsibilities of citizens and the process of participatory democracy. Learners examine the complexity of the separation of powers and checks and balances. Explores the role of the media, interest groups, political parties, and public opinion in the political process. Also explores the role of state and national government in our federal system.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

Intro to Business ☑

101021013 credits

An introduction to what a business is, how it operates, and how it is managed. Students identify forms of ownership and the processes used in production and marketing, finance, personnel, and management in business operations.

Intro to Psychology ☑

108091983 credits

This science of psychology course is a survey of multiple aspects of behavior and mental processes. It provides an overview of topics such as research methods, theoretical perspectives, learning, cognition, memory, motivation, emotions, personality, abnormal psychology, physiological factors, social influences, and development.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

Intro to Sociology ☑

108091963 credits

Introduces students to the basic concepts of sociology: culture, socialization, social stratification, multi-culturalism, and the five institutions of family, politics, economics, religion, and education. Other topics include demography, deviance, technology, environment, social issues, social change, social organization, and workplace issues.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

Introduction to Diversity Studies ☑

108091723 credits

Learners develop and apply skills in all aspects of the writing process. Through a variety of learning activities and written documents, learners employ rhetorical strategies, plan, organize and revise content, apply critical reading strategies, locate and evaluate information, integrate and document sources, and apply standardized English language conventions.

Prerequisite: High School GPA of 2.6 and MMW or Accuplacer Writing of 262 or ACT English score of 20 or completion of College Reading and Writing 1 10831104 with a "C" or better

Introductory Statistics ☑

108041893 credits

Students taking Introductory Statistics display data with graphs, describe distributions with numbers, perform correlation and regression analyses, and design experiments. They use probability and distributions to make predictions, estimate parameters, and test hypotheses. They draw inferences about relationships including ANOVA. Algebra knowledge and foundational skills in mathematics are important for success in this course.

Prerequisite: High School GPA of 2.6 and MMM_2 or Accuplacer QAS 241 or ACT Math score of 19 or Pre-Algebra 10834109 or College Math 10804107 with a "C" or better

COURSE DESCRIPTIONS

Leadership Development ☒

101961903 credits

Applies skills and tools necessary to fulfill his/her role as a modern leader. Each learner evaluates personal leadership effectiveness, use individual and group motivation strategies, implement mission and goals, demonstrate ethical behavior, adapt personal leadership style to worker readiness, use power, facilitate employee development, coach, manage change, and resolve conflict.

Managing for Quality

10196192.....3 credits

Apply skills and tools necessary to implement and maintain a continuous improvement environment. Each learner will demonstrate the application of a personal philosophy of quality, identify stakeholder relationships, identify ways to meet/exceed customer expectations, apply a systems-focused approach, use quality models and tools, manage a quality improvement project, and measure effectiveness of continuous improvement activities.

Marketing Principles ☒

101041023 credits

This course serves as an introduction to the fundamental marketing concepts used to apply marketing strategies to product development, distribution, pricing, and promotion of goods and services.

Microsoft Office-Introduction ☒

101031063 credits

Develops introductory skills in the Microsoft Office Suite (Word, Excel, Access, PowerPoint, and Outlook) while reinforcing the students' knowledge of computer concepts, Windows Explorer, and web usage. This course prepares students for the Associate level MOS Certification exams for Word, Excel, PowerPoint, and Outlook. Students should possess basic keyboarding, mouse, and Windows 11 skills. Students may develop these skills in the Academic Learning Center while concurrently enrolled in this course.

Negotiation Skills

10102233 1 credit

This course explores the principles, strategies, and practical applications of negotiation in a variety of contexts, from business transactions to interpersonal relationships. Learners will gain the confidence and expertise required to navigate complex negotiations successfully.

Oral/Interpersonal Communication ☒

108011963 credits

Focuses on developing effective listening techniques and verbal and nonverbal communication skills through oral presentation, group activity, and other projects. The study of self, conflict, and cultural contexts will be explored, as well as their impact on communication.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English

Organizational Behavior ☒

10102138.....3 credits

This course assists the learner in becoming a more effective co-worker, team member and organizational citizen through an understanding of the key principles of how people behave within organizations and in turn, predict and influence future behavior. As a result, the learner will analyze organizational structures, assess organizational culture, analyze leadership types and styles, apply conflict resolution strategies, explore power relationships, implement change management techniques, demonstrate effective team management and describe the ingredients of diversity as these aspects are related to people's behavior in organizations.

Professional Business Skills ☒

101061903 credits

This course introduces critical technology and organizational skills for the modern workplace. Participants will learn calendar management and meeting scheduling, virtual and in-person meeting hosting, document formatting and filing, and presentation layout and design using industry-standard applications. This course emphasizes practical applications to ensure participants can immediately apply their acquired skills in real-world scenarios.

Personal Finance ☒

10102178.....3 credits

This course examines personal financial planning topics and best practices. Areas covered include financial record keeping, budgeting, consumer credit, investing, purchasing real estate, insurance, tax planning, retirement planning, and estate planning. Using financial tools, the student will learn how to develop and use a personal financial plan based on their own unique situation.

Quality Customer Service ☒

101061063 credits

Addresses sensitivity in communicating with customers and co-workers. Includes international communications, teamwork, working relationships, and telephone skills.

Speech ☒

108011983 credits

Explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process, form the basis of this course. Includes informative, persuasive, and occasion speech presentations.

Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 253 and Writing of 262 or ACT of 21 Reading/19 English or completion of College Reading and Writing 1 10831104 with a "C" or better

COURSE DESCRIPTIONS

Supervision

101961913 credits

Applies skills and tools necessary to perform the functions of a contemporary frontline leader. Students engage in operational planning, analyze organizational structures, review the staffing process, employ techniques to enhance employee personal and group effectiveness, and develop control techniques to measure effectiveness in the above areas.

Team Building & Problem Solving

101961893 credits

Applies skills and tools necessary to facilitate problem solving in a team environment. Each learner assumes the roles and responsibilities of team leadership in the stages of team development, uses a systematic problem-solving process, and employs consensus-building and conflict-management strategies.

Written Communication

108011953 credits

Develops writing skills which include prewriting, drafting, revising, and editing. A variety of writing assignments are designed to help the learner analyze audience and purpose, research and organize ideas, and format and design documents based on subject matter and content. Also develops critical reading and thinking skills through the analysis of a variety of written documents.

Prerequisite: High School GPA of 2.6 and MMW or Accuplacer Writing of 262 or ACT English score of 20 or completion of College Reading and Writing 1 10831104 with a "C" or better