



WISCONSIN
INDIANHEAD
TECHNICAL
COLLEGE

**10-102-3 BUSINESS MANAGEMENT - GENERAL and MARKETING EMPHASIS
31-102-9 CUSTOMER SERVICE MANAGER
2020-21 PROGRAM CURRICULUM CHECKLIST**



WISCONSIN INDIANHEAD TECHNICAL COLLEGE (WITC)

ASHLAND*, NEW RICHMOND*, RICE LAKE*, SUPERIOR*

OUTREACH CENTERS: BALSAM LAKE*, HAYWARD*, LADYSMITH*

***Combination of Online, Your Choice, In Person or Web Conferencing instruction.**

Select courses available at the WITC Outreach Centers. Please contact your local campus for specifics.

Name/ID		Date							
CATALOG NUMBER	COURSE TITLE	HOURS PER WEEK	CREDITS	CUSTOMER SERVICE MANAGER TECHNICAL DIPLOMA <i>(Financial Aid Eligible)</i>	BUSINESS MANAGEMENT - GENERAL EMPHASIS (GE) <i>(Financial Aid Eligible)</i>	BUSINESS MANAGEMENT - MARKETING EMPHASIS (ME) <i>(Financial Aid Eligible)</i>	NOTES	DATE COMPLETED	TRANSFER OR GRADE
FIRST TERM									
10103106	MS PowerPoint	2 hours per week	1 credit	Customer Service Manager	Business Management - GE				
10103125	MS Outlook	2 hours per week	1 credit	Customer Service Manager	Business Management - GE	Business Management - ME			
10103146	MS Word A	2 hours per week	1 credit	Customer Service Manager	Business Management - GE	Business Management - ME			
10104191	Customer Service Management	3 hours per week	3 credits	Customer Service Manager	Business Management - GE	Business Management - ME			
10105100	Introduction to Business	3 hours per week	3 credits	Customer Service Manager	Business Management - GE	Business Management - ME			
10801136	English Composition 1	3 hours per week	3 credits	Customer Service Manager	Business Management - GE	Business Management - ME			
10804123	Math with Business Applications	3 hours per week	3 credits	Customer Service Manager	Business Management - GE	Business Management - ME			
	FIRST TERM TOTAL			15 Credits Customer Service Manager	15 Credits Business Management - GE	14 Credits Business Management - ME			
SECOND TERM									
10103162	MS Access A	2 hours per week	1 credit	Customer Service Manager	Business Management - GE				
10104102	Marketing Principles	4 hours per week	3 credits	Customer Service Manager	Business Management - GE	Business Management - ME			
10104104	Selling Principles	4 hours per week	3 credits			Business Management - ME			
10114107	Principles of Finance	3 hours per week	3 credits	Customer Service Manager	Business Management - GE	Business Management - ME			
	SECOND TERM CONTINUED ON NEXT PAGE								



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	SECOND TERM CONTINUED								
10104110	Technological Applications in Marketing	4 hours per week	3 credits			Business Management - ME			
10801196	Oral/Interpersonal Communication	3 hours per week	3 credits	Customer Service Manager	Business Management - GE	Business Management - ME			
10196188	Project Management	3 hours per week	3 credits	Customer Service Manager	Business Management - GE				
	1st 8 weeks								
10103151	MS Excel A	2 hours per week	1 credit	Customer Service Manager	Business Management - GE	Business Management - ME			
	2nd 8 weeks								
10103152	MS Excel B Corequisite: 10103151 MS Excel A	2 hours per week	1 credit	Customer Service Manager	Business Management - GE				
	SECOND TERM TOTAL			15 Credits Customer Service Manager	15 Credits Business Management - GE	16 Credits Business Management - ME			
	THIRD TERM								
10101101	Financial Accounting 1	5 hours per week	4 credits		Business Management - GE	Business Management - ME			
10104189	Social Media Marketing	4 hours per week	3 credits			Business Management - ME			
10104198 or 10116100	Managing Human Resources or Human Resource Management	3 hours per week	3 credits		Business Management - GE				
10105125	Business Law	3 hours per week	3 credits		Business Management - GE	Business Management - ME			
10196191	Supervision	3 hours per week	3 credits		Business Management - GE	Business Management - ME			
10809195	Economics	3 hours per week	3 credits		Business Management - GE	Business Management - ME			
	THIRD TERM TOTAL				16 Credits Business Management - GE	16 Credits Business Management - ME			

All prerequisite/corequisite courses must be completed with a grade point of 2.0 or better. Revised 2.01.2021



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FOURTH TERM									
10101174	QuickBooks Accounting - Beginning Prerequisite: 10101101 Financial Accounting 1 or 10101176 Financial Accounting 1A	3 hours per week	2 credits		Business Management - GE				
10104125	Multi-Media Marketing Prerequisite: 10104102 Marketing Principles	4 hours per week	3 credits			Business Management - ME			
10104148	Sales Management Prerequisite: 10104104 Selling Principles	4 hours per week	3 credits			Business Management - ME			
10104180	Business and Marketing Field Study (This class is only offered in the spring term) Prerequisite: Minimum of 36 credits of program coursework must be completed prior to enrolling in this course	4 hours per week	2 credits		Business Management - GE	Business Management - ME			
10145101	Entrepreneurship#	4 hours per week	3 credits		Business Management - GE				
10196157	Strategic Planning	1 hour per week	1 credit		Business Management - GE				
10809198	Introduction to Psychology	3 hours per week	3 credits		Business Management - GE	Business Management - ME			
10XXXXXX	Elective	3 hours per week	3 credits		Business Management - GE	Business Management - ME			
	FOURTH TERM TOTAL				14 Credits Business Management - GE	14 Credits Business Management - ME			
	PROGRAM REQUIREMENTS			30 Credits Customer Service Manager	60 Credits Business Management - GE	60 Credits Business Management - ME			



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It is strongly recommended that students have prior work experience or completed coursework in marketing, finance, human resources, and accounting prior to registering for this course.

Select the curriculum checklist based on the academic year you begin enrollment in your program. Students admitted mid-year (January) and/or any student who takes courses out of sequence are not guaranteed course availability in all terms of the program. Enrollment in additional terms may be required to complete graduation requirements.

Please be advised that low enrollment class sections may be cancelled. You will be contacted by Student Services with information on other class sections available in alternate formats.

WITC GENERAL STUDIES COURSE OPTIONS FOR WITC ASSOCIATE DEGREE PROGRAMS:

Co-enrollment in 99831900 Writing Essentials may be recommended in addition to English Composition 1.

Specific General Studies courses are scheduled as requirements for this program. If you have completed General Studies coursework at another Wisconsin technical college, please refer to the Acceptable Transfer Course document at the following link (find your program) to see if your previous coursework will transfer

<https://www.witc.edu/academic-programs/degree-programs-and-certificates/general-studies-courses/courses>. If you have completed General Studies coursework at WITC in a prior term, the same options will apply for your program requirements.

ELECTIVE REQUIREMENTS: To meet the elective credit requirements for this program, you will be required to take associate degree level coursework, i.e., catalog numbers beginning with a 10 (with the exception of General College courses 10831103, 10834109, 10835103, and 10838104).

Suggested elective for Business Management – General Emphasis: 10104189 Social Media Marketing

Suggested elective for Business Management – Marketing Emphasis: 10145101 Entrepreneurship

GRADUATION REQUIREMENTS: *Although your academic advisor can provide guidance, you are ultimately responsible for selecting courses that meet a program's graduation requirements. If you do not take courses in the recommended sequence above, it may delay your completion of graduation requirements. A program plan grade point average (GPA) of 2.0 in a 4.0 grade system is required to graduate.*

EARN CREDIT FOR WHAT YOU ALREADY KNOW: Visit <https://www.witc.edu/admissions/preparing-for-college/credit-for-prior-learning> for more information

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