

**Program Number 31-102-4
Technical Diploma • Two Terms**

ABOUT THE PROGRAM

The courses in this program are especially geared to students interested in starting their own, or assisting with, a small or family-run business. This specialized training will give you the foundational skills you will need including understanding a business model, payroll accounting and business finance, business law, project management, marketing, and small business leadership. If you set goals for yourself and strive to accomplish them, enjoy serving as a leader even if it means more work, and envision yourself as a business owner, then this technical diploma may be a good choice for you. This program is offered in a partial Competency-Based Education (CBE online) format, which allows students to work at their own pace.

PROGRAM OUTCOMES

- Plan the operation of a business across functional areas.
- Direct individuals and/or processes to meet organizational goals.
- Analyze the external business environment and its impact on business operations.

CAREER AND EDUCATION ADVANCEMENT OPPORTUNITIES

Lakeshore credits transfer to over 30 universities. For more information visit lakeshore.edu/future-students/transfer.

ADMISSIONS AND FIRST SEMESTER ENROLLMENT STEPS

- Submit online application.
- Complete the online Student Success Questionnaire.
- Complete Get Started at Lakeshore appointment:
 - Application Check-in
 - College Orientation Overview
 - 1st Time Program Registration

**Submit high school transcripts, college transcripts, and test scores (optional, highly recommended). Official transcripts will be needed for transferring college credit(s) and for financial aid purposes.*

ACADEMIC PREPAREDNESS/FUTURE SEMESTER ENROLLMENT STEPS

If applicable, complete program-specific academic preparedness requirements and enrollment steps prior to enrolling in occupational or core courses. Students will be notified if there is a program waitlist. View the college's program webpage for details.

APPROXIMATE COSTS

\$152.85 per credit tuition (WI resident) plus \$9.17 per credit student activity fee. Material fee varies depending on course. Other fees vary by program. Visit lakeshore.edu/Financial-Aid/tuition-and-fees for details.

FINANCIAL AID

This program is eligible for financial aid. Visit lakeshore.edu/Financial-Aid for more information.

RELATED PROGRAMS

- Business Management (10-102-3)
- Human Resource Administration (10-116-1)
- Administrative Professional (10-106-6)
- Accounting (10-101-1)

SPECIAL NOTE

Learn when you want. Progress at your own pace. Receive personalized coaching and support. The full CBE definition may be found at lakeshore.edu/cbe.

CONTACT

Lakeshore College Recruiter
920.693.1366 • Recruitment@lakeshore.edu

Catalog No.	Class Title	Credit(s)
Term 1		
10102110	Introduction to Business*	3
10103191	Word - Level 1*	1
10103121	Excel - Level 1*	1
10104102	Principles of Marketing*	3
10801136	English Composition 1	3
10804189	Introductory Statistics	3
		14
Term 2		
10101111	Accounting 1*	4
10102160	Business Law 1	3
10196188	Project Management*	3
10102128	Entrepreneurship*	3
10196193	Human Resource Management*	3
		16
		TOTAL 30

*CBE delivery only

Curriculum and program acceptance requirements are subject to change. Program start dates vary; check with your academic counselor for details. The tuition and fees are approximate based on 2025-2026 rates and are subject to change prior to the start of the academic year.

ACCOUNTING 1...provides the learner with the skills to understand and apply accounting principles and procedures useful in any business. Includes the accounting cycle for a service enterprise and a merchandising enterprise, chart of accounts, ledgers, accruals and deferrals, inventories, and internet controls.

BUSINESS LAW 1...provides the learner with the skills to summarize the American legal system; diagram the state/federal court systems; evaluate dispute resolution methods; sequence the civil litigation process; summarize the administrative agencies; differentiate civil and criminal law; apply theories of negligence, intentional tort, and product liability; summarize elements of a contract; assess the validity of a contract; assess third-party rights and available remedies; and summarize Article II of the UCC.

ENGLISH COMPOSITION 1...is designed for learners to develop knowledge and skills in all aspects of the writing process. Planning, organizing, writing, editing and revising are applied through a variety of activities. Students will analyze audience and purpose, use elements of research, and format documents using standard guidelines. Individuals will develop critical reading skills through analysis of various written documents. Discuss reading and writing academic course support with your Counselor.

ENTREPRENEURSHIP...provides a comprehensive overview of small business ownership, from resource identification and trend analysis to business plan development and market assessment. Students will learn key aspects of building a management team, emphasizing understanding market forces and evaluating market potential to help students determine if entrepreneurship is a suitable career path.

EXCEL - LEVEL 1...introduces the student to spreadsheet features such as creating, saving, editing, navigating, formatting worksheets; entering formulas and functions; working with charts; and developing multiple-sheet workbooks.

HUMAN RESOURCE MANAGEMENT...applies the skills/tools necessary to effectively value and apply employees' abilities and needs to organization goals. Learners will demonstrate the application of the supervisor's role in contemporary human resources management, impacts of EEOC, writing job descriptions, recruitment, selection, conducting job interviews, orientation, developing policies/procedures, training, performance management, employee counseling/development, and effective use of compensation and benefit strategies.

INTRODUCTION TO BUSINESS...provides an introduction to the world of business from both the organizational and managerial viewpoint. It examines areas of business including the business environment, business formation, planning, operations, accounting, marketing, human resource management, and building effective teams.

INTRODUCTORY STATISTICS...prepares students to 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. Discuss math and reading academic course support with your Counselor.

PRINCIPLES OF MARKETING...introduces the student to the consumer decision process model, the bases used to segment a market, basic concepts about goods, services, and ideas, the nature of supply chain and distribution, integrated marketing communications, and the stages of the product life cycle and their impact on the marketing mix.

PROJECT MANAGEMENT...introduces the learner to explore the relationship of existing and emerging processes and technologies to manufacturing strategy and supply chain-related functions. This course addresses three main topics: aligning resources with the strategic plan, configuring and integrating operating processes to support the strategic plan, and implementing change.

WORD - LEVEL 1...introduces the student to word processing features such as creating, saving, editing, navigating, and formatting the content of multi-page documents.