

Program Number 10-102-3
Associate Degree of Applied Science • Four Terms

ABOUT THE PROGRAM

Business managers are found in every sector of the economy in nearly all work settings from manufacturing to health care. The Business Management program provides graduates with the knowledge and skills for positions such as an entry-level manager, office manager, shift coordinator, or team leader, or graduates may start their own business. The successful business manager oversees day-to-day activities and leads the team or organization to the next level of performance. Managers plan, organize, direct, and control the tasks that carry out the work of the business or nonprofit organization. If you set goals for yourself and strive to accomplish them, prefer working with others rather than alone, enjoy serving as a leader even if it means more work, and want to improve your skills and promotion potential, then a career in business management may be a good choice for you.

PROGRAM OUTCOMES

- Plan the operation 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.

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.

**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: <https://lakeshore.edu/programs-and-courses/career-areas/business-management-administration/business-management>.

APPROXIMATE COSTS

\$157.45 per credit tuition (WI resident) plus \$9.45 per credit student activity fee. Material fee varies depending on course. Other fees vary by program. Visit <https://lakeshore.edu/paying-for-college/tuition-and-fees> for details.

FINANCIAL AID

This program is eligible for financial aid. Visit lakeshore.edu/Financial-Aid or talk with your College Recruiter about how to apply for aid.

RELATED PROGRAMS

- Business Operations (31-102-4)
- Business Essentials (19-102-3)

SPECIAL NOTE

- Students are encouraged to complete Excel - Level 1 prior to Accounting 1.
- Accelerate your learning, earn credit for what you know, and get personalized support to reach your goals. 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
10106213	Business Web Applications*	1
10103191	Word - Level 1*	1
10196189	Team Building and Problem Solving*	3
10801136	English Composition 1	3
10804189	Introductory Statistics	3
		14
Term 2		
10116109	Career Planning & Networking *	1
10103121	Excel - Level 1*	1
10104102	Principles of Marketing*	3
10196193	Human Resource Management*	3
10101111	Accounting 1	4
10801198	Speech OR 10801196 Oral/Interpersonal Communication	3
		15
Term 3		
10102128	Entrepreneurship* OR 10182102 Service Operations Management*	3
10182108	Purchasing*	3
10101107	Managerial Accounting	4
10809143	Microeconomics	3
10809198	Introduction to Psychology	3
		16
Term 4		
10196188	Project Management*	3
10102160	Business Law 1	3
10102107	Internship-Business Management* OR 10138101 Intro to Global Business* OR 10809115 Global Cultural Awareness	3
10102123	Business Management-Capstone*	3
10809172	Introduction to Diversity Studies	3
		15
		TOTAL 60

*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 2026-2027 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, special journals, ledgers, accruals and deferrals, inventories, and internal 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.

BUSINESS MANAGEMENT-CAPSTONE...assesses the role of business, its internal structure and its relationship to the external environment. Each learner analyzes the functions of business planning, information systems, operations management, information technology, marketing and how they interact and drive business activities. Students recognize what they have learned throughout the program. They assemble a portfolio using research, samples of their best work, and reflection papers to analyze their attainment of college core abilities. PREREQUISITES: 10102110 Introduction to Business, 10104102 Principles of Marketing, and 10101107 Managerial Accounting

BUSINESS WEB APPLICATIONS...provides the learner with skills to navigate Google and Microsoft collaboration tools including Google Meet, MS Teams, Google Extensions, Gmail, and Outlook.

CAREER PLANNING & NETWORKING...focuses on the process of researching and pursuing professional career opportunities. Students will develop resume and cover letter documentation to accurately reflect personal, academic, and professional accomplishments and the connection that these elements have to various positions with employers. Interviewing skills will be a significant aspect of this experience with a focus on interviews for potential internship opportunities.

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.

INTERNSHIP-BUSINESS MANAGEMENT...requires students to complete 216 hours of performing work in a business/industrial service setting related to their Business Management program objectives. Students are responsible for seeking and obtaining the internship position. Course requirements include maintaining a log of work activities, identifying and receiving approval from the job supervisor and instructor, and completing a work-related project. PREREQUISITES: 10102110 Introduction to Business, 10104102 Principles of Marketing, 10101107 Managerial Accounting, and 10196193 Human Resource Management.

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.

INTRODUCTION TO DIVERSITY STUDIES...introduces learners to the study of diversity from a local to a global environment using a holistic, interdisciplinary approach. Encourages self-exploration and prepares the learner to work in a diverse environment. In addition to an analysis of majority/minority relations in a multicultural context, the primary topics of race, ethnicity, age, gender, class, sexual orientation, disability, religion are explored. Discuss reading academic course support with your Counselor

INTRODUCTION TO PSYCHOLOGY...introduces students to a survey of the multiple aspects of human behavior. It involves a survey of the theoretical foundations of human functioning in such areas as learning, motivation, emotions, personality, deviance and pathology, physiological factors, and social influences. It directs the student to an insightful understanding of the complexities of human relationships in personal, social, and vocational settings. Discuss reading academic course support with your Counselor.

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.

MANAGERIAL ACCOUNTING...prepares the learner to analyze financial performance; prepare and evaluate budgets; and compare and manage capital. PREREQUISITE: 10101111 Accounting 1

MICROECONOMICS...examines the behavior of individual decision makers, primarily consumers and firms. Topics include choices of how much to consume and to produce, the functioning of perfectly and imperfectly competitive markets, the conditions under which markets may fail, and arguments for and against government intervention. The student applies the fundamental tools of economics to real world problems. Discuss 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; and the stages of the product life cycle to determine the impact these stages have on the marketing mix.

PROJECT MANAGEMENT...equips learners with essential tools, techniques, and strategies to plan, execute, and manage projects across industries. Through hands-on activities and real-world examples, students explore topics like work breakdown structures, project scheduling, resource allocation, risk management, and progress monitoring. The course emphasizes critical thinking, communication, inclusivity, and professionalism, ensuring students are prepared for dynamic workplace environments.

PURCHASING...introduces the participant to basic purchasing, quality specifications, inventory control, supplier selection, price aspects, research and measurement, negotiation, and global purchasing. This course is exciting for anyone interested in working in a challenging and rewarding purchasing and supply chain management career.

SPEECH...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 the course. Discuss reading academic course support with your Counselor.

TEAMBUILDING AND PROBLEM SOLVING...applies the skills and tools necessary to facilitate problem solving in a team environment. Each learner will demonstrate the application of the benefits and challenges of group work, necessary roles in a team, stages of team development, different approaches to problem solving, consensus, a systematic process of problem definition, data acquisition, analysis, developing alternative solutions, solution implementation, and evaluation.

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