

Business Management

Associate of Applied Science

Management activities occur in service, retail, manufacturing, government, not-for-profit, and tribal sectors of our economy. Business managers and owners implement the plans of an organization by coordinating and optimizing basic operations. The Business Management program provides the skills and knowledge managers and business owners need to guide organizations in reaching goals by working with people and other organizational resources. The program is ideal for those wanting to pursue a career in business, start their own business or for students who are looking to progress in their business careers.

Program Outline

| TERM 1 | | |
|------------|--|---------|
| Course # | Course Title | Credits |
| 1010210100 | <p>Introduction to Business</p> <p>Introduction to Business is a high-level overview of the business world. Students will explore different types of businesses, how the economy affects them and current trends in business. Students will learn about their own personality preferences, entrepreneurial mindset and different types of business leaders. Students will discover skills needed for business careers and will formulate a career plan.</p> | 1.00 |
| 1010231000 | <p>AI Tools for Any Profession</p> <p>This 1-credit course introduces learners to Artificial Intelligence (AI) chatbots, providing a strong foundation in AI literacy, a critical skill for the careers of tomorrow. Focusing on prompt engineering, students will learn how to effectively direct AI systems to assist with tasks such as content creation, brainstorming, problem solving, and data analysis. You will gain expertise in prompt engineering and proficiency in applying advanced AI tools specific to a chosen profession. The course also covers ethical and legal considerations to consider when creating AI content.</p> | 1.00 |
| 1080119500 | <p>Written Communication</p> <p>Develops writing skills which include prewriting, drafting, revising, and editing. A variety of writing assignments is 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.</p> | 3.00 |
| 1010210600 | <p>Business Essentials</p> <p>This class helps new Nicolet students make a successful transition to the College. The course is a chance for students to learn College resources, practice pacing and time management, grit and the learning management system. Students also receive an introduction and have opportunities to practice professional business communication.</p> | 1.00 |
| 1010212100 | <p>Customer Service</p> <p>This course is intended to teach students ways to take care of their customers and add value to customer interactions. They will identify the difference between internal and external customers, and develop verbal, nonverbal, and listening communication skills. Students will develop problem-solving techniques and the ability to lead and expand the customer service process, learn how to deal with customers, and build skills for analyzing and prioritizing customer needs. Students will learn to use the phone, email and other communications methods effectively and efficiently in the world of work.</p> | 1.00 |
| 1019616000 | <p>Leadership Qualities of Leaders</p> <p>This course covers the importance of effective leaders and leadership to the success of organizations. Students will explore the critical differences between managers and leaders.</p> | 1.00 |

| Course # | Course Title | Credits |
|---------------|--|---------|
| 1019617000 | <p>Leadership Organizational Culture</p> <p>This class will cover what the leader's role is in creating the optimal workplace. Students will learn the components of a great workplace and how to improve corporate culture. Students have the opportunity to assess their workplace and provide recommendations for strengthening.</p> | 1.00 |
| 1019617500 | <p>Leadership Change Management</p> <p>This class covers best practices in effecting change in organizations. Students will learn why people resist change and strategies to make change happen effectively. Students will apply an eight-step change model to a situation at work or in their lives.</p> | 1.00 |
| 1010311500 | <p>MS Word Beginning</p> <p>This course will cover creating a flyer, research paper, and business letter using Microsoft Word.</p> | 1.00 |
| 1010312600 | <p>MS Excel Beginning</p> <p>This course will cover creating a worksheet and chart; application of formulas, functions, and formatting; and working with large worksheets, charting, and what-if analysis using Microsoft Excel.</p> | 1.00 |
| 1010314100 | <p>MS Powerpoint Beginning</p> <p>This course will cover creating and editing presentations with pictures; enhancing presentations with shapes and SmartArt; and inserting WordArt, charts, and tables using Microsoft PowerPoint.</p> | 1.00 |
| 1015110500 | <p>Digital Literacy with Cyber Security</p> <p>This course will cover identifying and differentiating between major computer components, Microsoft Windows operating system and application operations, computing environment issue troubleshooting, making connections between office network devices, file management, and basic cybersecurity threats and best practices.</p> | 1.00 |
| TERM 2 | | |
| Course # | Course Title | Credits |
| 1080119600 | <p>Oral Interpersonal Communication</p> <p>Focuses upon developing speaking, verbal and nonverbal communications, and listening skills through individual presentations, groups activities, and other projects.</p> | 3.00 |
| 1010210800 | <p>Operations Management Role and History</p> <p>Students will discover the critical roles managers play in organizations and explore how managers plan, lead, organize and control. This class will also explore the origins of management and review major developments in business through the centuries and how they are still relevant today.</p> | 1.00 |
| 1010210900 | <p>Operations Management Business Operations</p> <p>This course introduces how to manage processes within organizations including supply chain management and quality assurance. Students will also learn how to manage discrete projects and the basic tenets of project management.</p> | 1.00 |
| 1010211100 | <p>Operations Management Global Business</p> <p>This class reviews the characteristics, opportunities and challenges of the global business environment including how to identify and describe forces that affect global trade. Students will select a country outside the United States and research the viability of conducting business in that country.</p> | 1.00 |
| 1080919900 | <p>Psychology of Human Relations</p> <p>Focuses on improving personal and job-related relationships through understanding and applying sound psychological principles. Topics include self-concept, motivation, emotions, stress management, conflict resolution, and human relation processes.</p> | 3.00 |

| Course # | Course Title | Credits |
|---------------|---|---------|
| 1010410100 | <p>Marketing Fundamentals</p> <p>This course examines the business function of Marketing. Students will learn how marketers deliver value in satisfying customer needs and wants, determine which target markets the organization can best serve, and decide upon appropriate products, services, and programs to serve these markets.</p> | 2.00 |
| 1010410500 | <p>Marketing Plan Development</p> <p>Students will create a marketing plan for a business. They will examine the strengths, weaknesses, opportunities and threats to the business, and then analyze target markets, customers and competitors. Students will create a marketing strategy and budget, then determine metrics to judge its success. The final project will be a Marketing Plan formatted for presentation to a customer or management team. Prerequisite: 1010410100 Marketing Fundamentals (C or better) (concurrent enrollment allowed).</p> | 1.00 |
| 1010211300 | <p>Human Resources Roles and Laws</p> <p>This class reviews the role and importance of Human Resources in organizations. Current challenges Human Resources contends with are covered. Students will learn about major employment laws and how to ensure that company programs, practices and policies align with those laws.</p> | 1.00 |
| 1010211600 | <p>Human Resources Recruitment</p> <p>This class will cover how to develop job descriptions and competitive salary packages for open positions. Students will create effective recruiting and interview programs so the best candidates will be selected.</p> | 1.00 |
| 1010211800 | <p>Human Resources Employee Evaluation</p> <p>This class covers onboarding new employees and providing informal and formal feedback. Students will also learn how to mentor and coach employees. Students create onboarding and performance evaluation plans.</p> | 1.00 |
| TERM 3 | | |
| Course # | Course Title | Credits |
| 1080412300 | <p>Math with Business Applications</p> <p>Covers real numbers, basic operations, linear equations, proportions with one variable, percent, simple interest, compound interest, annuity, applying math concepts to the purchasing/buying/selling processes, and basic statistics with business and consumer applications. Prerequisite: Accuplacer Algebra score ≥ 35 or ACT Mathematics score ≥ 18.</p> | 3.00 |
| 1080919500 | <p>Economics</p> <p>With a focus on contemporary issues, this introductory course covers cost-benefit analysis, economics systems of the world, globalization, supply and demand, market structures, the labor market, economic growth, unemployment, inflation, business cycles, money, and government economic policy. The course strives to help students improve their individual and household decision-making, understand business decision-making, comprehend the current national and international economic issues and policies, and critically evaluate government response to economic concerns.</p> | 3.00 |
| 1010110200 | <p>Introduction to Accounting</p> <p>Students learn to apply debit/credit theory in preparing basic journal entries. Also includes financial statement ratios, bank reconciliations, and payroll.</p> | 1.00 |
| 1010315500 | <p>QuickBooks Basics</p> <p>Students will process routine accounting transactions including company setup.</p> | 1.00 |
| 1010222000 | <p>Strategic Management Vision and Innovation</p> <p>This course introduces the concept of strategic management through case analyses and considers the basic direction and goals of an organization including vision and mission statements. Students will learn the importance of applying strategy throughout the organization to mitigate and solve problems.</p> | 1.00 |

| Course # | Course Title | Credits |
|---------------|---|---------|
| 1010222500 | <p>Strategic Management Analysis of Competition</p> <p>Students will conduct environmental analyses of companies including assessing social, political, technological, economic and global factors to define strengths, weaknesses, opportunities and threats in organizations. Risk management is also addressed.</p> | 1.00 |
| 1010223000 | <p>Strategic Management Social Responsibility</p> <p>Students will learn how to identify and promote opportunities of organizations to engage in corporate social responsibility activities and the importance and competitive advantage of doing so. This class will cover the importance of ethics and how to apply them in decision-making. Students will explore ethical dilemmas and determine how to deal with them.</p> | 1.00 |
| 1010213700 | <p>Business Analytics</p> <p>Unlock the power of data to drive business success. This course provides a hands-on introduction to analyzing and interpreting data to solve real-world business challenges. By the end of the course, students will be able to make data-driven recommendations that enhance category growth, revenue generation, and profitability. Prerequisites: 1010312600 MS Excel Beginning (C or better) and 1080412300 Math with Business Applications (C or better).</p> | 2.00 |
| TERM 4 | | |
| Course # | Course Title | Credits |
| 1080119700 | <p>Technical Reporting</p> <p>Teaches preparation and presentation of written, oral, and multi-media technical reports. Prerequisite: 1080119500 Written Communication (C or better) or 2080121900 English Composition I (C or better).</p> | 3.00 |
| 1010220100 | <p>Business Law Foundation and Torts</p> <p>This course examines law and the ways it impacts business operations. The student will learn sources of business law and be exposed to jurisdiction, the adjudication process and the framework of the court system. Torts and intellectual property are also covered.</p> | 1.00 |
| 1010220500 | <p>Business Law Contracts</p> <p>This course will cover the basic requirements of contracts, how they may be breached and the process of collecting damages in a breach. Student will be exposed to The Uniform Commercial Code and the relationship between it and contract law.</p> | 1.00 |
| 1010221000 | <p>Business Law Entities and Real Property</p> <p>This class covers typical business entities such as sole proprietorship, partnership and corporation along with the advantages and disadvantages of each. Students will also learn the critical elements of real property and personal property laws.</p> | 1.00 |
| 1089010300 | <p>Professional Career Management</p> <p>This course will cover identification of individual interests and the occupations they align with, finding employment, creating a resume and cover letter, participating in an interview, and best practices for maintaining professional employment.</p> | 1.00 |
| 1010224000 | <p>Business Finance Financial Statements and Budgeting</p> <p>Managers use financial statements to gauge the health of their organizations. In this class, students will review and create balance sheets, income and cash flow statements. They will then analyze the statements by calculating and trending ratios. Students will learn capital budgeting and break-even calculations. Prerequisite: 1010110200 Introduction to Accounting (C or better).</p> | 2.00 |
| 1010224500 | <p>Business Finance Personal Finance</p> <p>Personal Finance is a course designed to help students understand the impact of individual choices on financial goals. Topics covered will include income, money management, spending and credit, as well as saving and investing. This course will provide a foundational understanding for making informed personal financial decisions. Students will create personal finance goals and action plans. Prerequisite: 1010110200 Introduction to Accounting (C or better).</p> | 1.00 |

| Course # | Course Title | Credits |
|------------|--|---------|
| 1010219200 | Business Internship Internships are off-campus experiential learning activities designed for students to earn academic credit by connecting the job experience with the concepts, theories, and ideas learned through their program. Internships are powerful resume builders, offer application of concepts, and expand employable skills. | 2.00 |
| 1014510100 | Entrepreneurship Fundamentals Students learn about key elements, risks and rewards of entrepreneurship and paths to developing the entrepreneurial mindset. Students use research and case studies to develop an idea for a new business and determine its viability. | 1.00 |
| 1014511000 | Entrepreneurship Business Plan Development Students create a business plan using a proven framework to guide them through the process. They discover what it takes to identify an opportunity and refine their strategy with instructor feedback at each step. Final project includes a finished business plan and presentation for other stakeholders to prepare them to start a new venture. Prerequisite: Take 104-101; 104-105; Minimum Grade C; - Must be taken either prior to or at the same time as this course. | 2.00 |

Total Credits: 60.00

Talk with a Success Coach about the program outline. Together, you will determine if credits you've already earned satisfy any requirements, discuss possible alternative courses, and choose the best classes if you're thinking of transferring.

At A Glance

How You'll Learn

Spring 2026 Start Dates

January 12 - 16-Week Spring Term Start
March 9 - Additional 8-Week Term Start for Select Courses

Summer 2026 Start Date

May 19 - Summer Term Start
June 15 - Additional Term Start for Select Courses

Fall 2026 Start Dates

August 31 - 16-Week Fall Term Start
October 26 - Additional 8-Week Term Start for Select Courses

[VIEW FULL ACADEMIC CALENDAR](#)

Program Tuition*

\$10,085

Books & Supplies*

\$555

*Total cost for degree completion is estimated by current course requirements, books, and supplies. Tuition and fees are set by the Wisconsin Technical College System and subject to change.

Financial Aid Eligible

▶ [Potential Indirect Costs](#)

What You'll Learn

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

Take a look at our transfer agreements to seamlessly transfer your degree to a 4-year university.

[LEARN MORE ABOUT TRANSFERRING](#)

Your Potential Careers

- Line supervisor
 - Department manager
 - Program manager
 - Business owner
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Median Annual Salary

\$66,917

\$77,897

\$81,458

Local

State

National

Get Started

Your application can be submitted online, it takes just a few minutes to complete.

[APPLY NOW](#)