

2023-2024

NWKTC Catalog and Student Handbook

Business Technology

Description: The Business Technology program trains leaders, facilitators, and managers for productive careers in industry who possess an uncompromising commitment to personal integrity, ethical practice, and sound critical thinking. It generates graduates who are skilled not only in the technical fields of marketing, finance, accounting, management, and information systems, but also in the human skills of forging relationships, fostering teamwork, and forming character.

Two tracks are available in this program: the Traditional Business Track offers more accounting, elementary statistics, and business law; the Sports Management track offers coursework in Health and Human Performance, Care and Prevention of Athletic Injuries, and Introduction to Recreation & Sports Management.

Degree/Certificates awarded:

AAS

Tech Cert B

Program Learning Outcomes:

Upon completion of program, students will:

- Demonstrate the personal qualities necessary for success: self-management, self-discipline, teamwork, emotional intelligence, and commitment to personal growth and lifelong learning.
- Demonstrate ethical behavior by acting with integrity, personal responsibility, perseverance, and character.
- Communicate effectively in listening, reading, writing, and speaking.
- Understand how today's business environment requires managers to demonstrate leadership, organization, and facilitation skills.
- Use computer technology effectively to manage data and improve productivity.
- Demonstrate effective time management and problem-solving skills.
- Demonstrate knowledge of business functional areas in accounting, sales, information management, marketing, finance, and organizational behavior.

Program Schedule:

The daily schedule may vary

Business Technology - SPORT MANAGEMENT TRACK

PROGRAM GUIDE

YEAR I: FIRST SEMESTER

Course #	Course Name	Credits
ART 101	Art Appreciation	3
BUS 105*	Special Topics in Business Technology	1
BUS 110	Introduction to Business	3
BUS 115	Business Communications	3
BUS 130	Leadership	3
CF 101	Computer Fundamentals	3
ENGL 110 or ENGL 112	English Composition I	3
SO 100	Student Success Seminar (Required)	1

YEAR I: SECOND SEMESTER

Course #	Course Name	Credits
BUS 155*	Special Topics in Management & Marketing	1
BUS 160	Principles of Management	3
BUS 165	Principles of Marketing	3
ECON 200	Microeconomics	3
ENGL 115	English Composition II (Required)	3
MATH 115 or MATH 117	College Algebra (Required)	3

SPORT MANAGEMENT TRACK

YEAR II: FIRST SEMESTER

Course #	Course Name	Credits
BUS 205	Special Topics in Business Today	1
BA 222	Intro to Health & Human Performance	3
BA 235	Principles of Accounting I (Financial)	3
COMM 150	Interpersonal Communications	3
ECON 210	Macroeconomics	3
PSY 176	Psychology	3

YEAR II: SECOND SEMESTER

B4

Course #	Course Name	Credits
BUS 255	Special Topics in Entrepreneurship	1
BA 215	Personal Finance	3
BA 212	Intro to Recreation & Sports Management	3
BA 270	Entrepreneurship	3
BIO 155	General Biology	5

MA 245	Care & Prevention of Athletic Injuries	3
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Business Technology - Traditional Business Track

PROGRAM GUIDE

YEAR I: FIRST SEMESTER		23 Fall
Course #	Course Name	Credits
ART 101	Art Appreciation	3
BUS 105*	Special Topics in Business Technology	1
BUS 110	Introduction to Business	3
BUS 115	Business Communications	3
BUS 130	Leadership	3
CF 101	Computer Fundamentals	3
ENGL 110 or ENGL 112	English Composition I	3
SO 100	Student Success Seminar (Required)	1

YEAR I: SECOND SEMESTER		24 SPRING
Course #	Course Name	Credits
BUS 155*	Special Topics in Management & Marketing	1
BUS 160	Principles of Management	3
BUS 165	Principles of Marketing	3
ECON 200	Microeconomics	3
ENGL 115	English Composition II (Required)	3
MATH 115 or 117	College Algebra (Required)	3

Traditional Business Track

YEAR II: FIRST SEMESTER		24 FALL
Course #	Course Name	Credits
BUS 205*	Special Topics in Business Today	1
BA 235	Principles of Accounting I (Financial)	3
COMM 150	Interpersonal Communications	3
ECON 210	Macroeconomics	3
MATH 180	Elementary Statistics	3
PSY 176	Psychology	3

YEAR II: SECOND SEMESTER	B4	25 SPRING
Course #	Course Name	
BUS 255*	Special Topics in Entrepreneurship	1
BA 215	Personal Finance	3
BA 245	Business Law	3
BA 265	Principles of Accounting II (Managerial)	3
BA 270	Entrepreneurship	3
BIO 155	General Biology	5

COURSE DESCRIPTIONS

NOTE: Courses with the  are eligible for transfer to four-year colleges (receiving colleges have the right to determine whether to accept these credits).

BUS105 SPECIAL TOPICS IN BUSINESS TECHNOLOGY

1 CR

This course integrates concepts studied in the Introduction to Business, Business Communications, and Leadership classes as students develop the “business mindset” and carry out their leadership projects.

BUS155 SPECIAL TOPICS IN MANAGEMENT & MARKETING

1CR

This course integrates concepts studied in the Principles of Management, Sales/Customer Service, and Microeconomics classes as students create a marketing and management plan for the capstone project.

BUS205 SPECIAL TOPICS IN BUSINESS TODAY

1 CR

This course integrates concepts studied in the Principles of Marketing, Principles of Accounting, and Macroeconomics classes as students explore case studies in business practices.

BUS255 SPECIAL TOPICS IN ENTREPRENEURSHIP

1CR

This course integrates concepts studied in the Entrepreneurship and other business or sports management classes as students finalize and present their capstone projects.

BA100 INTRODUCTION TO BUSINESS

3 CR

This course explores the free enterprise system and its business organizations with a broad overview of how objectives are set, decisions are made, and activities are organized. Topics include managerial

responsibilities, organizational structures, and the functional activities of marketing, finance, production, and human resources.

 BA 130 LEADERSHIP

3 CR

This course develops personal and professional qualities that contribute to leadership. Through a series of journal writings, in-class exercises, and short papers, students develop the self-awareness, self-motivation, and self-discipline that characterize successful students and effective leaders. Concepts, principles, and skills of leadership are applied in concrete and practical ways to enhance personal development.

 BA210 Principles of Marketing

3 CR

This course introduces the scope and role of marketing in enhancing the welfare of consumers, organizations, and society. Key concepts include: consumer behavior; the marketing research process; segmenting markets; choosing marketing strategies; positioning products; the four P's of the marketing mix; recognizing external influences on marketing; identifying legal, regulatory, and ethical issues in marketing; and development of a strategic marketing process.

BA 222 Introduction to Health & Human Performance

3 Cr

This course provides insight into physical education and sport as they relate to the athletic industry.

BA 212 Introduction to Recreation & Sports Management

3 CR

This course provides an introduction to the nature, scope and significance of recreation and sport management in today's world.

 MA 245 Care & Prevention of Athletic Injuries

3 CR

The course introduces the etiology, nature and severity of athletic injuries. The role and responsibilities of various individuals who comprise the sports medicine team will be explored. Key concepts include: basic skills in taping, splinting, and bracing for common musculoskeletal injuries; recognizing signs and symptoms for common injuries; evaluation, diagnostic techniques and acute treatment for common injuries and life-threatening conditions; basic methods and techniques to prevent acute athletic injuries; steps of emergency preparedness and developing an action plan for life-threatening illnesses and conditions.

 BA 235 PRINCIPLES OF ACCOUNTING I (Financial).

4 CR

This course presents generally accepted accounting principles (GAAP) that underlie the preparation and interpretation of financial statements with emphasis on the principles of revenue recognition, matching principle, and determination of proper balance sheet valuations of assets and liabilities. Fundamental accounting concepts and procedures employed by business entities are covered including the accounting

cycle, income statement, balance sheet, merchandise, cash, systems and controls, receivables, inventories, plant and intangible assets, and current liabilities.

BA245 Business Law

3 CR

This course provides an introduction to American law sources, the American court system and processes, and methods of alternative dispute resolution. Key concepts include: the relevance of ethical and legal considerations when making strategic business decisions; the difference between negligence, intentional torts, and strict liability within tort law; contract elements and important characteristics of performance and breach; fundamental principles of personal, real and intellectual property; nature and function of agency and employment law; duties and potential liability of various business entities.

BA 260 PRINCIPLES OF MANAGEMENT

3 CR

This course covers managing organizations through fundamental processes of developing plans, structuring work relationships, coordinating effort and activities, directing and motivating subordinates, and control mechanisms. Topics include managerial roles and responsibilities, effective decision-making, productivity improvement, and models and theories of human behavior.

BA 265 PRINCIPLES OF ACCOUNTING II (Managerial)

4 CR

This course extends the knowledge of Principles of Accounting I and covers managerial accounting techniques. Topics include product, job and activity-based costing, cost-volume-profit analysis, budgeting, variance analysis, cash flow analysis and financial statement analysis.

Prerequisite: Successful completion of BA 235 Principles of Accounting I or equivalent material with a grade of "C" or better.

BA 270 ENTREPRENEURSHIP

3 CR

This course serves as the capstone course for the Business Technology program; students will complete the capstone project in this course. This course introduces the concept of entrepreneurship and its place in contemporary business and society. Students will explore the personal and professional attributes considered essential for the successful entrepreneur. Basic management, marketing, and financial principles will be discussed as well as the skills needed to manage and monitor the business/product life cycle.

BT 169 BUSINESS COMMUNICATIONS

3 CR

This course covers how one communicates effectively in business situations across all forms of communications—written and oral, verbally and non-verbally, sending and receiving. The focus will be on writing clearly, concisely, and cohesively in business messages and reports. Emphasis is placed on a three-step writing process with hands-on examples for communicating effectively across all media, including electronic and interactive formats.

ECON 200 MICROECONOMICS

3CR

This course examines microeconomics topics such as consumer demand theory, utility analysis, production process, cost of production, market and market structures, competition and the notion of efficiency, wage determination, regulation, unionization, and selected contemporary issues.

ECON 210 MACROECONOMICS

3 CR

This course will begin with an introduction to the field of economics, history of economic thought, economic theories and methodology. The course examines macro-structural issues such as Gross Domestic Product (GDP), unemployment, inflation, stagflation, Fiscal policy, Keynesian economics, Money and Banking, Monetary policy, Monetarism, economic growth and development, international trade and finance, and selected contemporary issues.