

START COLLEGE now!

dual credit pathway

High school juniors and seniors, take advantage of the Start College Now program to earn college credits before you graduate! We've provided a list of suggested courses to help you get started, but you're not limited to these options.

Feel free to explore and choose the courses that fit your interests and academic goals!

BUSINESS MANAGEMENT

Earn **UP TO 18 CREDITS** toward Southwest Tech's Business Management Associate Degree or credits toward the University Transfer – Business Management path. Youth Apprenticeship opportunities are available.

 All classes are available online unless denoted with an on campus only symbol.

FALL SEMESTER

COURSE NO.	COURSE TITLE	CR.	ACHIEVED
10-102-109	Introduction to Business	3	☐
10-104-105	Selling Principles	3	☐
10-801-136	English Composition 1	3	☐

SPRING SEMESTER

COURSE NO.	COURSE TITLE	CR.	ACHIEVED
10-801-198	Speech	3	☐
20-809-287	Principles of Macroeconomics	3	☐
10-102-129	Human Resources Management	3	☐



Applications are due to your high school by **March 1** for fall semester classes and **October 1** for spring semester classes.

After applications are approved, Southwest Tech works with students regarding registration and enrollment.

For more information contact:



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BUSINESS MANAGEMENT - COURSE DESCRIPTIONS

FALL SEMESTER

10-102-109 Introduction to Business

Students gain an overview of the business enterprise in the American economy. Studies focus on the interrelationships between business functions and the economy by examining such topics as ownership forms, marketing, management, the legal environment of business, and management information systems.

10-104-105 Selling Principles

Philosophy of personal selling is introduced through learning to understand the societal role of salespersons and the human behaviors of customers, as well as how to sell ideas, services, and products. Students prepare sales presentations and practice selling techniques.

10-801-136 English Composition 1

This course 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.



SPRING SEMESTER

10-801-198 Speech

Students explore the fundamentals of effective oral presentations to small and large groups. Students demonstrate competency through 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.

20-809-287 Principles of Macroeconomics

This course provides an introduction to basic economic principles with applications to current economic problems affecting the overall performance of a nation's economy. The course begins with an analysis of the role of markets and prices in an economy. Topics include the causes and consequences of unemployment, inflation, and economic growth; the role of money and banking in the economy; the role of government taxing and spending policies to correct market failure and stabilize the economy; the implications of budget deficits and the national debt; and the implications of an increasingly global economy. This course is designed to meet the need for college transfer credit.

10-102-129 Human Resources Management

Students will explore the people dimension of organizations; one of the most challenging aspects of management. Students will develop skills in the processes employed by human resource professionals to ensure employee's abilities are used effectively and efficiently to achieve an organization's goals. The impact of laws and of societal and business trends on human resource functions will be analyzed.



**Southwest Wisconsin
TECHNICAL COLLEGE**

swtc.edu/dualcredit

