

**10-102-3 BUSINESS MANAGEMENT - GENERAL and MARKETING EMPHASIS**  
**31-102-9 CUSTOMER SERVICE MANAGER**  
**2025-26 REQUIRED COURSES**



**NORTHWOOD TECHNICAL COLLEGE**  
**ASHLAND\*, NEW RICHMOND\*, RICE LAKE\*, SUPERIOR\***  
**OUTREACH CENTERS: BALSAM LAKE\*, HAYWARD\*, LADYSMITH\***  
**\*Combination of On Site, Your Choice, and Online instruction.**

**Select courses available at the Northwood Tech Outreach Centers. Please contact your local campus for specifics.**

Name/ID \_\_\_\_\_

Date \_\_\_\_\_

CATALOG NUMBER	COURSE TITLE	*HOURS PER WEEK	CREDITS	CUSTOMER SERVICE MANAGER TECHNICAL DIPLOMA <i>(Financial Aid Eligible)</i>	BUSINESS MANAGEMENT - GENERAL EMPHASIS (GE) <i>(Financial Aid Eligible)</i>	BUSINESS MANAGEMENT - MARKETING EMPHASIS (ME) <i>(Financial Aid Eligible)</i>	NOTES	DATE COMPLETED	TRANSFER OR GRADE
<b>FIRST TERM - FALL 2025</b>									
10103106	MS PowerPoint	2 hours per week	1 credit	Customer Service Manager	Business Management - GE				
10103125	MS Outlook	2 hours per week	1 credit	Customer Service Manager	Business Management - GE	Business Management - ME			
10103146	MS Word A	2 hours per week	1 credit	Customer Service Manager	Business Management - GE	Business Management - ME			
10104191	Customer Service Management	3 hours per week	3 credits	Customer Service Manager	Business Management - GE	Business Management - ME			
10105100	Introduction to Business	3 hours per week	3 credits	Customer Service Manager	Business Management - GE	Business Management - ME			
10801136	English Composition 1	3 hours per week	3 credits	Customer Service Manager	Business Management - GE	Business Management - ME			
10804123	Math with Business Applications	3 hours per week	3 credits	Customer Service Manager	Business Management - GE	Business Management - ME			
	<b>FIRST TERM TOTAL</b>			<b>15 Credits</b> Customer Service Manager	<b>15 Credits</b> Business Management - GE	<b>14 Credits</b> Business Management - ME			
<b>SECOND TERM - SPRING 2026</b>									
10103162	MS Access A	2 hours per week	1 credit	Customer Service Manager	Business Management - GE				
10104102	Marketing Principles	4 hours per week	3 credits	Customer Service Manager	Business Management - GE	Business Management - ME			
10104104	Selling Principles	4 hours per week	3 credits			Business Management - ME			
10114107	Principles of Finance	3 hours per week	3 credits	Customer Service Manager	Business Management - GE	Business Management - ME			
	<b>SECOND TERM CONTINUED ON NEXT PAGE</b>								

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<b>SECOND TERM CONTINUED</b>									
10104110	Technological Applications in Marketing	4 hours per week	3 credits			Business Management - ME			
10801196	Oral/Interpersonal Communication	3 hours per week	3 credits	Customer Service Manager	Business Management - GE	Business Management - ME			
10196188	Project Management	3 hours per week	3 credits	Customer Service Manager	Business Management - GE				
	<b>1st 8 weeks</b>								
10103151	MS Excel A	2 hours per week	1 credit	Customer Service Manager	Business Management - GE	Business Management - ME			
	<b>2nd 8 weeks</b>								
10103152	MS Excel B Corequisite: 10103151 MS Excel A	2 hours per week	1 credit	Customer Service Manager	Business Management - GE				
	<b>SECOND TERM TOTAL</b>			<b>15 Credits</b> Customer Service Manager	<b>15 Credits</b> Business Management - GE	<b>16 Credits</b> Business Management - ME			
<b>THIRD TERM - FALL 2026</b>									
10101101	Financial Accounting 1	5 hours per week	4 credits		Business Management - GE	Business Management - ME			
10104189	Social Media Marketing	4 hours per week	3 credits			Business Management - ME			
10104198 or 10116100	Managing Human Resources or Human Resource Management (8W1)	3 hours per week or 6 hours per week	3 credits		Business Management - GE				
10105125	Business Law	3 hours per week	3 credits		Business Management - GE	Business Management - ME			
10196191	Supervision	3 hours per week	3 credits		Business Management - GE	Business Management - ME			
10809195	Economics	3 hours per week	3 credits		Business Management - GE	Business Management - ME			
	<b>THIRD TERM TOTAL</b>				<b>16 Credits</b> Business Management - GE	<b>16 Credits</b> Business Management - ME			

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<b>FOURTH TERM - SPRING 2027</b>									
10101174	QuickBooks Accounting - Beginning Prerequisite: 10101101 Financial Accounting 1 or 10101176 Financial Accounting 1A	3 hours per week	2 credits		Business Management - GE				
10104125	Multi-Media Marketing Prerequisite: 10104102 Marketing Principles	4 hours per week	3 credits			Business Management - ME			
10104148	Sales Management Prerequisite: 10104104 Selling Principles	4 hours per week	3 credits			Business Management - ME			
10104180	Business and Marketing Field Study Prerequisite: Minimum of 36 credits of program coursework must be completed prior to enrolling in this course	4.5 hours per week	2 credits		Business Management - GE	Business Management - ME			
10145101	Entrepreneurship#	4 hours per week	3 credits		Business Management - GE				
10196157	Strategic Planning	1 hour per week	1 credit		Business Management - GE				
10809198	Introduction to Psychology	3 hours per week	3 credits		Business Management - GE	Business Management - ME			
10XXXXXX	Elective Course	3 hours per week	3 credits		Business Management - GE	Business Management - ME			
	<b>FOURTH TERM TOTAL</b>				<b>14 Credits</b> Business Management - GE	<b>14 Credits</b> Business Management - ME			
	<b>TOTAL CREDITS</b>			<b>30 Credits</b> Customer Service Manager	<b>60 Credits</b> Business Management - GE	<b>60 Credits</b> Business Management - ME			



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\*Hours per week represents periods of instruction and/or work-based learning hours per week (class hours). Additional time may be required outside of class to complete assignments. For more details on what you can expect outside of class, please see the "Expectations Outside of the Classroom" section of the Student Handbook.

# It is strongly recommended that students have previous work experience or completed coursework in marketing, finance, human resources, and accounting prior to registering for this course.

Select the required courses document based on the academic year you begin enrollment in your program. Students admitted mid-year (January) and/or any student who takes courses out of sequence are not guaranteed course availability in all terms of the program. Enrollment in additional terms may be required to complete graduation requirements.

Please be advised that low-enrollment class sections may be canceled. You will be contacted by Student Services with information on other class sections available in alternate formats.

**NORTHWOOD TECH GENERAL EDUCATION COURSE OPTIONS FOR NORTHWOOD TECH ASSOCIATE DEGREE PROGRAMS**

Co-enrollment in 99831900 Writing Essentials may be recommended in addition to English Composition 1.

Specific General Education courses are scheduled as requirements for this program. If you have completed General Education coursework at another Wisconsin technical college, please refer to the Acceptable Transfer Course document at the following link (find your program) to see if your previous coursework will transfer

[Acceptable Transfer Courses](#)

If you have completed General Education coursework at Northwood Tech in a prior term, the same options will apply for your program requirements. Pending Dean approval, technical diploma coursework (i.e. catalog number beginning with 30, 31, or 32) may also be allowed to meet General Education requirements. NOTE: Technical diploma level coursework may not transfer to a baccalaureate program.^

**ELECTIVE COURSES:** To meet the elective course requirements for this program, you will be required to take associate degree level coursework, i.e., catalog numbers beginning with a 10 (with the exception of General College courses 10831103, 10834109, 10835103, and 10838104). Pending program dean approval, technical diploma level coursework, i.e. catalog number beginning with 30, 31, or 32, may also be allowed to meet elective credit requirements for this program. NOTE: Technical diploma level coursework may not transfer to a baccalaureate program.^

**GRADUATION REQUIREMENTS:** *Although your academic advisor can provide guidance, you are ultimately responsible for selecting courses that meet a program's graduation requirements. If you do not take courses in the recommended sequence above, it may delay your completion of graduation requirements. A program plan grade point average (GPA) of 2.0 in a 4.0 grade system is required to graduate.*

**EARN CREDIT FOR WHAT YOU ALREADY KNOW:** [Visit Credit for Prior Learning for more information](#)

*If you have difficulty accessing this content or notice any accessibility problems, please contact the Northwood Tech Curriculum Office at [curriculum.office@NorthwoodTech.edu](mailto:curriculum.office@NorthwoodTech.edu) or 715.752.8128. You will receive a response within 5 business days.*

<sup>^</sup>If considering transferring into a baccalaureate program, please work with the Transfer Coordinator at the college you are interested in transferring to verify status, including if technical diploma level coursework will transfer and if it will transfer, how the credits will be brought in to your future degree.

All prerequisite/corequisite courses must be completed with a grade point of 2.0 or better. Revised 1.3.25