



eCampus Academy
Watertown Unified School District
111 Dodge Street
Watertown, WI 53094
(920) 262-1420
ecampusacademy.org

SMALL BUSINESS ENTREPRENEURSHIP PATHWAY – Course Descriptions

Computers for Professionals - Course Number: 103-143 Credits: 3.00

This course introduces students to the use of a PC. Through hands-on practice, students will manage files, communicate using e-mail, and use the Internet, word processing, spreadsheet, and presentation software. Students must use the version of Microsoft Office software in use at Gateway Technical College. Basic keyboarding skills are recommended.

English Composition I - Course Number: 801-136 Credits: 3.00

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.

Gateway to Success - Course Number: 890-155 Credits: 3.00

In this course, students explore the Gateway Technical College community. They examine college resources and services, investigate skills that lead to academic success, and identify strategies for achieving educational and personal goals.

Intrapreneurial Mindset - Course Number: 145-123 Credits: 3.00

In this course, learners evaluate the underlying beliefs and assumptions that drive the behavior enabling entrepreneurs to succeed. Learners apply these techniques in three settings, entrepreneurial, enterprise, and personal. This gives the learner a formula to apply these foundations to enact change in all aspects of their life. Upon the completion of the course, learners will take that knowledge and apply it to the creation, implementation, and evaluation of a self-directed project with a topic of their choosing.

Management Orientation - Course Number: 196-129 Credits: 1.00

This course will introduce the student to the skills necessary to be successful in the Supervisory Management and Business Management programs. The language and navigation of the accelerated learning model will be explored. The student will demonstrate the use of Blackboard and Mind Mapping as well as the software used in the program such as Microsoft Word, PowerPoint and use of the internet as a research tool. This is the first course a student should take within the Supervisory Management and Business management programs.

Supervision - Course Number: 196-191 Credits: 3.00

In Supervision, the learner applies the skills and tools necessary to perform the functions of a frontline leader. Each learner will demonstrate the application of strategies and transition to a contemporary supervisory role, including day-to-day operations, analysis, delegation, controlling, staffing, leadership, problem-solving, team skills, motivation, and training.

Accounting Requirement - Course Number: OPTION-ACCT.1A Credits: 3.00

Please complete 101-112 Accounting for Business or 101-114 Accounting Principles. This is for informational purposes only. Once you register for your course, you can delete this block from your timeline.

Digital Marketing - Course Number: 104-137 Credits: 3.00

In this course, learners investigate marketing through digital channels. Using electronic devices, learners investigate mobile applications, email, and web applications. They examine how web design, Search Engine Optimization (SEO), and reputation management are applied to digital promotion. Upon completion of the course, learners will be able to initiate, manage, and evaluate digital marketing strategies for a business.



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Entrepreneurship - Course Number: 145-119 Credits: 3.00

Can your idea be turned into a profitable business? Will power and hard work are not enough to guarantee success. You must first determine the feasibility of your idea. Before you quit your job, invest your life savings or dedicate time to complete a business plan, wouldn't it be nice to know whether business ownership is right for you? In this class, you'll examine your business idea from every angle. Not only will it help you make a decision about starting your business, you will discover whether the life of an entrepreneur is right for you.

Quantitative Reasoning - Course Number: 804-135 Credits: 3.00

This course is intended to develop analytic reasoning and the ability to solve quantitative problems. Topics to be covered may include: construction & interpretation of graphs; descriptive statistics; geometry & spatial visualizations; math of finance; functions and modeling; probability; and logic. Appropriate use of units and dimensions, estimates, mathematical notation, and available technology will be emphasized throughout the course.

Accounting Software Applications - Course Number: 101-154 Credits: 2.00

In this course, learners will be introduced to commercially available accounting software. The students will perform accounting functions related to customers, vendors, inventory, payroll, cash, and other information needed for service and retail businesses. Upon completion of this course, students will generate accurate financial statements and other reports needed for accounting purposes.

Communication Requirement - Course Number: OPTION-COMM.1A Credits: 3.00

Please complete 801-196 Oral/Interpersonal Communication or 801-198 Speech. This is for informational purposes only. Once you register for your course, you can delete this block from your timeline.

Introduction to Psychology - Course Number: 809-198 Credits: 3.00

This course introduces students to some of the major theories and topics of psychology, including the physiological basis of behavior, personality and learning theories, memory, states of consciousness, stress, research methods, intelligence, human development, psychopathology, and social behavior.

Business Law - Course Number: 102-160 Credits: 3.00

Business Law is a survey course which introduces the student to relevant legal issues that affect business today. Students will learn the fundamentals of law from the U.S. Constitution to the Uniform Commercial Code, from Contract Law to Property Law, and will be able to identify the legal basis of various business activities.

Business Planning and Development - Course Number: 145-120 Credits: 3.00

Regardless if you need financing or not, a business plan is essential for the entrepreneur to be successful. This course will take a comprehensive look at your prospective business. Looking at key components that will include evaluating and developing your product/service offering, marketing plan, financial plan and growth plan. At the end of class you will develop a business plan for your proposed business.

Entrepreneurship 3 – Operations Management - Course Number: 145-106 Credits: 3.00

This course covers the aspect of effectively managing the resources of a small business. Covering the topics of managing finances, staff, marketing and technology. The student will work on projects that will be focused on their specific business needs and will assist the student in planning how to handle their day to day operations.

Human Resource Management - Course Number: 196-193 Credits: 3.00

This course establishes a foundation for development of employee effectiveness by focusing on the supervisor's role in understanding, communicating, and implementing organizational policies. The organizational topics covered include: employee hiring, training, performance management, contract compliance, employment law, employee assistance programs, and related topics that affect the supervisor's work group.



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Social Media Strategies - Course Number: 104-133 Credits: 3.00

In this course, learners explore social media marketing and determine how these media are revolutionizing the marketing landscape today. Learners integrate social media to increase brand awareness, identify key audiences, and generate leads. Upon successful completion of the course, learners will be able to use social media strategies to build meaningful relationships with customers.

Economics Requirement - Course Number: OPTION-ECON.4A Credits: 3.00

Please complete 809-143 Microeconomics or 809-195 Economics. This is for informational purposes only. Once you register for your course, you can delete this block from your timeline.

Financial Management for Entrepreneurs - Course Number: 145-122 Credits: 3.00

In this course, learners explore the role financial reporting has on the decision making process within an organization. Learners explain the structure and content of financial statements, how to analyze financial statements, and explore the role these statements have on an organization. Upon completion of the course, learners will develop financial projections for their proposed business/concept.

Selling Principles - Course Number: 104-104 Credits: 3.00

Principles of Selling provide the student with a basic understanding of the consultative selling process. This course will build a solid understanding of the steps in the professional sales process, examining the characteristics of a successful salesperson, buyer behavior, communication styles, and ethics. Class discussions of actual selling problems will be encouraged in addition to solving case problems, scenario role plays, and student's sales presentations.

Small Business Ownership - Course Number: 145-121 Credits: 3.00

This course goes beyond the business plan and students will have the opportunity to start their own business. Students will combine classroom experience with the management of their business. To make this happen students will be assigned a mentor that will help them through the process. The goal of the course is to assist students in implementing their businesses in an ethical and socially responsible manner that ultimately enhances the local business community.