Bachelor of Business Administration
Technical Sales
AAS to BBA Transfer Program

The Bachelor of Business Administration with an emphasis on technical sales prepares students to expand on their technical expertise to become effective problem solvers and industry leaders.

The technical sales program is for individuals who have an associate degree and enjoy building relationships and solving business problems with their technical knowledge. They will enter MSOE as a junior and seamlessly transition to MSOE's BBA program. Students will learn key aspects of technical sales including networking, psychology of sales, prospecting, forecasting and key communication strategies, along with fundamental business courses in accounting, finance management, marketing, leadership and supply chain.

msoe.edu/bba-technical-sales

PROFESSIONAL RESPONSIBILITIES

Graduates of the technical sales program will be prepared to work in technology and manufacturing companies engaged in business-to-business sales relationships. They will:

- Develop and maintain relationships with clients to support profitable relationships.

- Identify opportunities for additional sales by understanding customer needs.

- Discuss technical options for continuous improvement while delivering high quality customer service.

PROFESSIONAL OPPORTUNITIES

- Sales Engineer
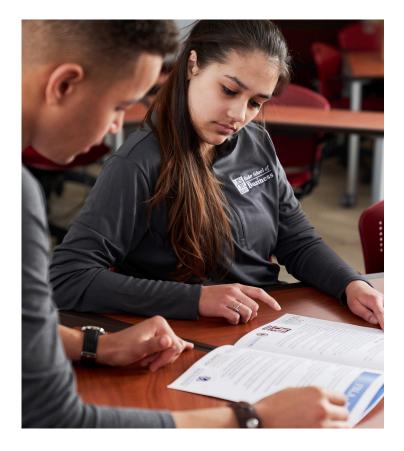- Account Manager
- Product Manager
- Sales Manager
- Industrial Distribution Specialist

EMPLOYERS

Technology or manufacturing companies engaged in business-to-business sales relationships.

PROGRAM BENEFITS

- MSOE's partnership with Wisconsin Technical College System (WTCS) enables students to transfer credits and seamlessly transition into the BBA program with junior standing.

- This high-quality program prepares individuals to fulfill the needs for a variety of industries across the country.

- MSOE has strong industry connections that will help connect students to internships and job opportunities.

- Students can complete the program in two years if enrolled full-time and stay on track.

- Online classes are in development.

PROGRAM DIRECTOR
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Technical Sales AAS to BBA Model Full-time Track - V1.0

YEAR ONE

FALL

GS 100*	General Studies	4 credits
BA 2661	Marketing	3 credits
	Economics Elective (BA)*	3 credits
BA 2401	Project Management	3 credits
	Elective (HU/SS)*	3 credits
	Total:	**16 credits**

WINTER

	Elective (HU/SS)	3 credits
BA 3440	Business Communication and Commerce	3 credits
BA 2331	Business Law	3 credits
BA 1227	Global Business	3 credits
BA 4667	Market Research	3 credits
	Total:	**15 credits**

SPRING

MA 340	Business Statistics	4 credits
BA 2440	Production Management	4 credits
BA 3801	Continuous Improvement I	3 credits
BA 3444	Organizational Communication	3 credits
UX 333	Knowledge and Content Management	3 credits
	Total:	**16 credits**

SUMMER

	Elective (HU/SS)*	3 credits
BA 2442	Management	3 credits
	Total:	**6 credits**

YEAR TWO

FALL

BA 2510	Introduction to Accounting	3 credits
BA 3423	Innovation and Business Markets	3 credits
BA 4410	Negotiations	3 credits
BA 4990	Business Strategy	3 credits
BA 4622	Psychology of Sales	3 credits
	Total:	**15 credits**

WINTER

BA 2530	Introduction to Finance	3 credits
BA 2015	Analytics I	3 credits
BA 4626	Networking and Prospective	3 credits
BA 4991	Capstone I	3 credits
BA 4624	Sales and Pipeline	3 credits
	Total:	**15 credits**

SPRING

BA 4449	Human Resource Management	3 credits
BA 3447	Leadership	3 credits
BA 4628	Forecasting	3 credits
BA 4992	Capstone II	3 credits
TC 452	Interpersonal Communication	3 credits
	Total:	**15 credits**

MSOE
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UNIVERSITY

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NOTES

* General Education Requirements (GERs) will vary by AAS program. In general, about 45% of GERs transfer.

* Additional math, science and humanities/social sciences courses may be required to fulfill MSOE bachelor's degree GERs.

* About 67 business technical electives will transfer, allowing junior standing upon acceptance into the program.