SECURING YOUR FUTURE IN

Business Technology

Brittany Startzel,
Social Media Management Option

Teesha Flanagan,
Health Information Coding Specialty

Chef Thomas Campbell,
Culinary Arts Program Director

MISSOULA COLLEGE
UNIVERSITY OF MONTANA
Prepare to give your customers what they expect, and then give them more! Increase your competitive advantage by creating a service culture, building and maintaining relationships, and developing customer service management systems.

Core topics include:
- Communications—verbal/nonverbal, navigate challenges, effective conflict resolution, and listening skills
- Manage interpersonal relationships and build teams
- Public relations in organizations, reputation management and trust, and effective internal and external customer relationships

Learn to turn common problems into service opportunities! Emphasis in business, computers, and communications, exceptional service skills, add to your value as a customer relations professional. Customer Relations can be earned independently, or combined with second-year curriculum toward an Associate of Applied Science degree in Administrative Management. Graduates are prepared for work as customer service representatives and managers in a variety of industries.

As with anything we do, there are always challenges that force us to push harder to overcome, and successes that give us the motivation to strive for more.”

– Nick Matich

Administrative professionals enjoy variety, project management, meaningful work, task autonomy, and leadership responsibility. The curriculum advances career proficiencies in Customer Relations (first year of program) with second-year coursework geared toward meeting the administrative and information needs of organizations by learning to:
- Craft effective online and print publications using strong visual composition techniques
- Coordinate and manage projects, resources, and technology needs
- Assume leadership, organizational and communication roles

Graduates are ready to actively contribute and become vital members of an executive team. Emphasis in computers, project management, and communications across multiple industries. You also have the opportunity to earn industry standard Microsoft Office Specialist certifications.

“A Once I started the program, I realized that I was in love with what I was learning. I started to discover who I was and what I wanted to do for a career.”

– Timmie Lyon
ASSOCIATE of APPLIED SCIENCE

Social Media Management

If you are outgoing, energetic, computer savvy and communicate well, you can excel as a social media professional. Social media is an exciting and growing communication medium used by a wide variety of industries. The program prepares you to explore and select platforms, design strategies to attract target audiences, build relationships and promote a presence using new and traditional marketing methods. You will learn to develop strategies in:

• Storytelling, creative imagery, and video
• Using real-time analytics to understand customer patterns and employ search engine optimization
• Creating effective layout, design and content for print publications

Graduates will apply real-world techniques in social engagement to improve the customer experiences, promote brand profiles, produce and publish relevant, engaging and sharable content. This option prepares you for a career in product and service promotion, marketing and communications in a variety of organizational settings.

People respond to emotion, engagement, and strong design. Combine your unique talents in digital media, expressive arts, visual communications, and business toward a career in media design for businesses, education or nonprofit organizations. You will learn:

• Media history and business foundations
• Work extensively in Adobe Creative Suite
• Practice effective visual composition and messaging
• Create interesting imagery and tell compelling stories

Projects require story development, original and edited still photographs, and original and edited audio and visual work in both still and time-based mediums. Graduates are prepared for immediate skill application. Successful completion of the C.A.S. meets prerequisites required for entry into the undergraduate programs in UM’s Media Arts Department.

There’s never a dull moment. It’s been an opportunity to jump in and try a number of different things that may be rather uncomfortable, but I’m giving it 110 percent,“

– Kathryn “Kat” Bratz
Townsquare Media Internship

ADMINISTRATIVE MANAGEMENT

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Townsquare Media Internship
CERTIFICATE of APPLIED SCIENCE

Food Service Management

Food is a common language, and people are passionate about creating exciting food experiences! This three semester program provides an introduction to the field of culinary arts to learn real-world restaurant skills through hands-on training in:

• Food service industry fundamentals
• Sanitation, pantry and garde manger, short order, soups, stocks and sauces, meats and vegetables, baking and pastry, and nutritional cooking

Graduates develop skills for employment in hotels, restaurants, resorts, casinos, clubs, catering, and corporate dining. Culinary careers extend to hospitality management, sales, product development, and entrepreneurship.

KATIE BARNES
Culinary student and gold medalist at the 2016 American Culinary Federation and Washington State Chefs Association Culinary Competition in Bellingham, Washington

Hospitality Management

The Culinary industry is growing. This program combines the art of cooking (certificate program) with restaurant experience. Theory, practical training, and industry experience prepare graduates for entry-level and management positions in the diverse and dynamic hospitality industry. The spectrum of learning is expanded to include:

• More in-depth professional studies including food ethics and the business of restaurant success, thereby enhancing employment opportunity.
• Additional technical subject areas include cost control, dining room service, a la carte stations, menu planning, and supervised internship
• The program is an industry recognized ServSafe sanitation certificate awarded by the American Culinary Federation which ensures graduates’ eligibility for certification as an ACF “Certified Culinarian”. You will have the opportunity to work in a student-operated fine-dining restaurant.

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Cookies and Cream
The Paralegal Studies program provided me with an exceptional understanding of the legal profession, while also giving me the confidence to further both my education and career goals.” — Hannah Johnson

The Paralegal Studies program laid the foundation with practical theory of the justice system, helping me land my dream job in criminal prosecutorial law.” — Janet Trim

Paralegals play an integral role in a law firm’s success. Paralegal Studies is a career path for those who are organized, investigative, detail-minded, and like to work independently, but prefer to be part of a team. Paralegals assist lawyers by:

- Coordinating administrative projects, and legal and case preparation activities
- Analyzing legal issues, conducting legal research, interviewing clients, drafting legal documents, and preparing cases for trial
- Applying the function of law in the real world under legal direction
- Helping others navigate the legal system while assisting their employers to keep projects on track

A degree in paralegal studies gives you the tools to enjoy career opportunities in law firms, government agencies, and a variety of other organizations. This program is approved by the American Bar Association.

My goal is to continue moving up the ladder within the company where I currently work. Having an Accounting Technology degree secures my ability to do just that. This program is both challenging and rewarding.” — Jessica Peterson

Accounting Technology

ASSOCIATE of APPLIED SCIENCE

Do you enjoy creating order from chaos? Solving puzzles? Are you balanced and organized, and yet flexible, dynamic and fun? If so, accounting could be your calling. This program’s curriculum is rigorous. The program prepares you with technology skills, communication acumen and a strong basis in financial accounting in order to:

- Use technology to accurately gather, compile and analyze data, maintain financial records, run payroll and prepare individual income tax returns, issue financial statements, and create reports
- Communicate extensively with vendors, clients, stakeholders and employees
- Gain confidence to become a key player in strategic planning, business projections, cash forecasting, and budgeting

This program has a very strong placement track record. Graduates are placed in a wide spectrum of private industries, or as in-house financial staff or outside bookkeeping/accounting services for nonprofits, technology companies, CPA firms, government organizations and more. Graduates work in small businesses as full charge bookkeepers or large businesses as members of accounting staffs. Students considering this program should be analytical, detail-oriented, and enjoy using technology. On-the-job training and apprenticeships are possible in an “earn-and-learn” model with local accounting apprenticeship partners.

Missoula College has given me a chance to learn and grow in a field I am passionate about. With only a few months of school left, I look forward to starting the next chapter in my life and beginning a satisfying career as an assistant controller. I feel the curriculum adequately prepares you for the workforce.” — Jessie Fahlgren

Tom Stanton, professor brings real world legal experience to the classroom everyday.
Medical Reception

If the excitement of working in the growing healthcare industry is appealing, a career in Medical Information Technology could be the right path for you. Medical Reception prepares you with the required skills to provide exceptional service to patients in a medical setting, ranging from private practice receptionists to hospital ward secretaries. Learn how to perform essential duties performed including:

- Greeting patients, scheduling appointments, screening telephone calls, obtaining and entering patient registration information, releasing appropriate medical information, maintaining medical records and managing patient flow
- Understanding the financial transactions of a practice with a clear understanding of all the activities in the billing and collection cycle
- Applying foundational knowledge of medical law and the principles of medical ethics as well as the guidelines established by HIPAA.

Upon completion of program graduates are ready to work as receptionists in healthcare facilities and physician offices.

ADMINISTRATIVE ASSISTING Option

EMILY ELLIOT, program graduate at her job as office manager for Element Physical Therapy

This program offers you a career in the fascinating and high-demand medical field. According to the Bureau of Labor Statistics, positions in these medical areas are expected to increase over 20 percent in the next several years. Administrative medical assistants are critical to a healthcare facility. They are the first person a patient talks to or meets when they come in for care. In the first year of this program you will receive the Medical Reception certificate. Upon completion, you will continue to develop skills to:

- Effectively and confidentially communicate with patients, maintain patient records, schedule appointments and transcribe letters and patient chart notes
- Post charges and payments, submit insurance claims using current coding procedures
- Create and update the office procedures manual, assist in improving work flow and office efficiencies, and supervise and communicate with office personnel

Graduates are ready for employment in clinics, hospitals, private practices, insurance companies and even work-at-home opportunities.
If you are detail oriented, self-motivated, enjoy problem solving and working behind the scenes, look at the health information coding specialty program. Coders play a critical role in accurately identifying procedures and diagnoses to ensure accurate billing and reimbursement. Students are trained to:

- Understand anatomy, medical terminology and disease processes necessary to determine correct codes and sequences
- Analyze health records and to accurately abstract and code procedures and diagnoses utilizing legal and regulatory standards
- Communicate with physicians, healthcare facilities, insurance companies, and patients to ensure accurate and timely reimbursement

Graduates are adequately prepared for many roles from working in a front office with patients or behind the scene with insurance companies or healthcare facilities. Upon graduation students are encouraged and eligible to sit for AHIMA Certified Coding Associate (CCA) and Certified Coding Specialist (CCS) certification exams to increase employment opportunities.

Prepare yourself academically and professionally for claim specialist positions in insurance organizations and healthcare facilities. In this fast-track program, you will learn foundational skills to:

- Understand medical terminology and human biology
- Understand medical benefit plans and the claims process to responsibly verify the accuracy and receipt of claims and the analysis of information for processing claims to promote accurate and prompt reimbursement
- Communicate professionally between peers, vendors, management, and customers in order to provide exceptional customer service
- Recommend claims action steps to promote accurate and prompt reimbursement

Additionally graduates will work collaboratively with other team members to ensure the most positive service experience to both customers and vendors.
Sales and Marketing Option

Seek middle to advanced positions in the sales and marketing field by continuing the certificate program in technical sales and promotional strategies. Gain foundational skills in customer care, psychology, management, relationship-building, and negotiation skills to:

• Understand your audience
• Research and demonstrate effective sales techniques
• Plan and implement effective visual displays and presentations
• Develop sound organizational record keeping and financial controls
• Manage accounts

Additional emphasis in computer skills, accounting, and technical writing provide students the needed edge for this competitive career. Graduates are prepared to own and operate their own businesses or become sales representatives and managers in a variety of organizations.

Entrepreneurship

Entrepreneurship is more than a title. It’s a spirit, a drive, a creative path to success! Twenty seven million working-age Americans, nearly 14%, an all-time high, are starting or running new businesses according to Global Entrepreneurship Monitor in 2015. This option integrates a foundation in business skills with constructing your business plan, generating financing, and beginning operations. Emphasis in accounting, sales strategy, advertising and marketing and supervision, including computer technology and web development. Successful graduates will depart with a real-world internship experience, a comprehensive business plan, and presentation skills required to approach financiers and seek opportunities.

"I would highly recommend the Missoula College Entrepreneurship program to new students as well as those with previous business experience. This program is comprehensive and engaging at all levels and brings current, as well as real-world skill sets, to those starting out or who already manage their own businesses."

— Alfred "Al" Brule