

BUSINESS MANAGEMENT, APPLIED

College of Rural and Community Development
Bristol Bay Campus 907-842-5109
Chukchi Campus 907-442-3400
Interior-Aleutians Campus 907-474-5439
Kuskokwim Campus 907-543-4500
Northwest Campus 907-443-2201
Community and Technical College 907-455-2800
www.ctc.uaf.edu/programs/abus/

Certificate

Minimum Requirements for Certificate: 30–36 credits

Planning and preparation are keys to success in business. The applied business management certificate provides students with the basic principles to run a business effectively. Graduates of the program will have the foundation of contemporary management skills to successfully lead private, public and nonprofit organizations through ever-changing social and economic conditions.

The program covers basic knowledge and skills, emerging technologies, advanced procedures, and interpersonal skills. Course work includes accounting, management, human relations, math, communications, customer service, computers, law, finance and logic. The curriculum also serves as the first year of training toward the AAS degree in applied business.

Potential careers for graduates include entrepreneurship and entry-level positions in business management, tourism, human resources, public administration and office administration.

Certificate Program

Concentrations: Computer Applications, Finance, General Business, Human Resources, Marketing, Office Administration, Public Management, Recreational Guiding, Retail Management and Tourism.

1. Complete the general university requirements (page 94).
2. Complete the following certificate requirements:
 - a. Complete 3 credits from the following communication courses:
 - ABUS F170—Business English (3)
 - or ABUS F271—Business Communications (3)
 - or ENGL F111X—Introduction to Academic Writing (3)
 - or ENGL F212—Business, Grant and Report Writing (3).....3
 - b. Complete one of the following computation requirements:
 - ABUS F155—Business Math (3)
 - or any MATH course at the F100 level or above (3)3
 - c. Complete an AAS-approved human relations course:
 - ABUS F154—Human Relations (recommended)3
3. Complete the following general business courses:
 - ABUS F101—Principles of Accounting I.....3
 - ABUS F161—Personal and Business Finance.....3
 - BA F151—Introduction to Business.....3
4. Complete one of the following concentrations:
 - Computer Applications**
 - CIOF F130—Microcomputer Word Processing.....3
 - CIOF F135—Microcomputer Spreadsheets3
 - CIOF F240—Microcomputer Databases.....3
 - CIOF F146—Using Internet Tools and Technologies (3)
 - or CITS F220—Implementing Internet Tools and Technologies (3).....3
 - Finance**
 - ABUS F160—Principles of Banking3
 - ABUS F210—Income Tax.....3
 - ABUS F233—Financial Management.....3
 - ABUS F234—Introduction to Investing3

General Business

- ABUS F201—Principles of Accounting II (3)
- or ABUS F210—Income Tax (3)
- or ABUS F220—QuickBooks Accounting (3)
- or ABUS F221—Microcomputer Accounting (3)
- or ABUS F235—Fund Accounting for Nonprofits (3)3
- ABUS F179—Fundamentals of Supervision (3)
- or BA F307 Introductory Human Resource Management (3)....3
- ABUS F232—Contemporary Management Issues (3)
- or ECON F201 Principles of Economics I: Microeconomics (3)
- or ECON F202 Principles of Economics II: Macroeconomics (3).....3
- ABUS F260—Marketing Practices (3)
- or ABUS F263—Public Relations (3)
- or BA F343 Principles of Marketing (3).....3

Human Resources

- ABUS F141—Payroll Accounting.....3
- ABUS F179—Fundamentals of Supervision.....3
- ABUS F231—Introduction to Personnel (3)
- or BA F307—Introductory Human Resource Management (3)3
- ABUS F242—Employment Law (3)
- or BA F317—Employment Law (3).....3

Marketing

- ABUS F175—Customer Service3
- ABUS F178—Professionalism.....3
- ABUS F260—Marketing Practices (3)
- or ABUS F263—Public Relations (3)
- or BA F343—Principles of Marketing (3).....3
- CIOF F200-level graphics or web design elective3

Office Administration

- a. Complete the following:
 - ABUS F170—Business English3
 - ABUS F182—Office Procedures3
- b. Choose 6 credits from the following:
 - ABUS F183—Advanced Job Readiness.....2
 - ABUS F199—Practicum in Applied Business.....1
 - CIOF F130—Microcomputer Word Processing.....3
 - CIOF F135—Microcomputer Spreadsheets3
 - CIOF F150—Computer Business Applications.....3

Public Management

- ABUS F235—Fund Accounting for Nonprofits3
- PS F100X—Political Economy3
- PS F101—Introduction to American Government and Politics (3)
- or ABUS F232—Contemporary Management Issues (3).....3
- PS F212—Introduction to Public Administration3

Recreational Guiding

- ABUS F175—Customer Service3
- NRM F161—Wilderness Leadership Education3
- EMS F152—Emergency Trauma Training First Responder (3)
- or EMS F195—Wilderness First Responder (3)
- or more advanced Emergency First Responder Training (3).....3
- RECR electives3

Retail Management

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| ABUS F179—Fundamentals of Supervision (3) | |
| or BA A231*—Fundamentals of Supervision (3) | 3 |
| ABUS F231—Introduction to Personnel..... | 3 |
| ABUS F260—Marketing Practices (3) | |
| or BA A260* Marketing Practices (3) | 3 |
| BA A266*—Retailing Management | 3 |
| CIOF F150—Computer Business Applications (3) | |
| or CIOF A103*—Introduction to Personal Computers (3)..... | 3 |
| COMM F131X—Fundamentals of Oral Communication: Group | |
| Context (3) | |
| or COMM F141X—Fundamentals of Oral Communication: | |
| Public Context (3) | |
| or COMM A111*—Fundamentals of Oral Communication (3) | |
| or CIOF A261A*—Interpersonal Skills in Organizations (3) | |
| or COMM A237*—Interpersonal Communication (3) | |
| or COMM F180—Introduction to Human Communication (3)... | 3 |

Tourism

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| ABUS F158—Introduction to Tourism | 3 |
| ABUS F175—Customer Service | 3 |
| ABUS F199—Practicum in Applied Business..... | 3 |
| ABUS F256—Small Hotel, Bed and Breakfast, and Lodge Operations | |
| (1-3) | |
| or ABUS F267—Transportation and Logistics Management (1-3) | |
| or ABUS F268—Rural Tourism: Planning and Principles (1-3) | |
| or ABUS F269—Food and Beverage Management (1-3) | 3 |

5. Minimum credits required 30-36

Note: Other courses specific to individual education and career goals may be substituted with program approval.

* Courses offered via distance delivery from UAA