

148-UPCh. sigs

FORMAT 5

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PROGRAM/DEGREE REQUIREMENT CHANGE (MAJOR/MINOR)

SUBMITTED BY:

Department	Applied Business, Paralegal, and Accounting	College/School	UAF Community and Technical College
Prepared by	C. Dexter	Phone	907-455-2837
Email Contact	cdexter@alaska.edu	Faculty Contact	C. Dexter

See <http://www.uaf.edu/uafgov/faculty/cd> for a complete description of the rules governing curriculum & course changes.

PROGRAM IDENTIFICATION:

DEGREE PROGRAM	Applied Business Management
Degree Level: (i.e., Certificate, A.A., A.A.S., B.A., B.S., M.A., M.S., Ph.D.)	Certificate

A. CHANGE IN DEGREE REQUIREMENTS: (Brief statement of program/degree changes and objectives)

Deleting concentration in International Business due to lack of interest and enrollment. Adding concentration in Retail Management which will be a shared program with UAA Community and Technical College. See attached correspondence from UAA regarding shared certificate in Retail Management.

Adjusting course requirements for concentration in Office Administration to keep the concentration current and relevant.

Minor change in approved course electives eliminating ABUS 275 (moldy course), and approving ECON 201 or 202 for alternative to ABUS 232 in order to facilitate transfer credits from Certificate and AAS to BBA.

Adding options for students to take up to three upper division BA courses to facilitate transfer credits from Certificate and AAS to BBA.

B. CURRENT REQUIREMENTS AS IT APPEARS IN THE CATALOG:

Business Management, Applied

College of Rural and Community Development  
Department of Applied Business, Paralegal and Accounting  
Community and Technical College 907-455-2800  
[www.ctc.uaf.edu/programs/abus/](http://www.ctc.uaf.edu/programs/abus/)

Certificate

Downloadable PDF

Minimum Requirements for Certificate: 30 credits

Planning and preparation are keys to success in business. The applied business management certificate provides students with the basic principles necessary to run a business effectively. Graduates of the program will have the foundation of contemporary management skills needed to successfully lead private, public and non-profit 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 A.A.S. 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, International Business, Marketing, Office Administration, Public Management, Recreational Guiding and Tourism.

1. Complete the [general university requirements](#).
2. Complete the following certificate requirements:
  1. Complete 3 credits from one of 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 credits
  2. Complete one of the following computation requirements:  
ABUS F155--Business Math (3)  
or any MATH course at the F100-level or above (3)--3 credits
  3. Complete the following human relations course:  
ABUS F154--Human Relations (3)  
or other approved human relations course--3 credits
3. Complete the following general business courses:  
ABUS F101--Principles of Accounting I--3 credits  
ABUS F161--Personal and Business Finance--3 credits  
BA F151--Introduction to Business--3 credits
4. Complete one of the following concentrations:  
Computer Applications  
CIOS F130--Microcomputer Word Processing--3 credits  
CIOS F135--Microcomputer Spreadsheets--3 credits  
CIOS F240--Microcomputer Databases--3 credits  
CIOS F146--Using Internet Tools and Technologies (3)  
or CITS F220--Implementing Internet Tools and Technologies (3)--3 credits

#### Finance

ABUS F160--Principles of Banking--3 credits  
ABUS F210--Income Tax--3 credits  
ABUS F233--Financial Management--3 credits  
ABUS F234--Introduction to Investing--3 credits

#### 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 Non-Profits (3)--3 credits

ABUS F179--Fundamentals of Supervision--3 credits  
ABUS F232--Contemporary Management Issues (3)  
or ABUS F275--Applied International Business (3)--3 credits  
ABUS F260--Marketing Practices (3)  
or ABUS F263--Public Relations (3)--3 credits

#### Human Resources

ABUS F141--Payroll Accounting--3 credits  
ABUS F179--Fundamentals of Supervision--3 credits  
ABUS F231--Introduction to Personnel--3 credits  
ABUS F242--Employment Law--3 credits

#### International Business

ABUS F178--Professionalism--3 credits  
ABUS F275--Applied International Business (3)  
or ABUS F232--Contemporary Management Issues (3)--3 credits  
PS F201--Comparative Politics--3 credits  
Foreign language elective--3 credits

#### Marketing

ABUS F175--Customer Service--3 credits  
ABUS F178--Professionalism--3 credits  
ABUS F260--Marketing Practices (3)  
or ABUS F263--Public Relations (3)--3 credits  
CIOS F200-level graphics or web design elective--3 credits

#### Office Administration

ABUS F170--Business English--3 credits  
ABUS F182--Office Procedures--3 credits  
ABUS F199--Practicum in Applied Business--1 credit  
CIOS Elective appropriate to skill level--3 credits  
Advisor approved ABUS or CIOS electives--2 credits

#### Public Management

ABUS F235--Fund Accounting--3 credits  
PS F100X--Political Economy--3 credits  
PS F101--Introduction to American Government and Politics (3)  
or ABUS F232--Contemporary Management Issues (3)--3 credits  
PS F212--Introduction to Public Administration--3 credits

#### Recreational Guiding

ABUS F175--Customer Service--3 credits  
NRM F161--Wilderness Leadership Education--3 credits  
EMS F152--Emergency Trauma Training First Responder (3)  
or EMS F195--Wilderness First Responder (3)  
or more advanced Emergency First Responder Training (3)--3 credits  
RECR electives--3 credits

#### Tourism

ABUS F158--Introduction to Tourism--3 credits  
ABUS F175--Customer Service--3 credits  
ABUS F199--Practicum in Applied Business--3 credits



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 credits

5. Minimum credits required--30 credits

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

C. PROPOSED REQUIREMENTS AS IT WILL APPEAR IN THE CATALOG WITH THESE CHANGES:  
(Underline new wording strike through old wording and use complete catalog format )

Business Management, Applied

~~College of Rural and Community Development~~  
Department of Applied Business, Paralegal and Accounting  
Community and Technical College 907-455-2800  
[www.ctc.uaf.edu/programs/abus/](http://www.ctc.uaf.edu/programs/abus/)

*no change  
ms*

Certificate

Downloadable PDF

Minimum Requirements for Certificate: 30 credits

Planning and preparation are keys to success in business. The applied business management certificate provides students with the basic principles necessary to run a business effectively. Graduates of the program will have the foundation of contemporary management skills needed to successfully lead private, public and non-profit 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 A.A.S. 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, International Business, Marketing, Office Administration, Public Management, Recreational Guiding, Retail Management, and Tourism.

1. Complete the general university requirements.
2. Complete the following certificate requirements:
  1. Complete 3 credits from one of 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 credits

2. Complete one of the following computation requirements:  
ABUS F155--Business Math (3)  
or any MATH course at the F100-level or above (3)--3 credits
3. Complete the following human relations course:  
ABUS F154--Human Relations (3)  
or other A.A.S. degree approved human relations course--3 credits
3. Complete the following general business courses:  
ABUS F101--Principles of Accounting I--3 credits  
ABUS F161--Personal and Business Finance--3 credits  
BA F151--Introduction to Business--3 credits
4. Complete one of the following concentrations:  
Computer Applications  
CIOS F130--Microcomputer Word Processing--3 credits  
CIOS F135--Microcomputer Spreadsheets--3 credits  
CIOS F240--Microcomputer Databases--3 credits  
CIOS F146--Using Internet Tools and Technologies (3)  
or CITS F220--Implementing Internet Tools and Technologies (3)--3 credits

#### Finance

ABUS F160--Principles of Banking--3 credits  
ABUS F210--Income Tax--3 credits  
ABUS F233--Financial Management--3 credits  
ABUS F234--Introduction to Investing--3 credits

#### 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 Non-Profits (3)--3 credits  
ABUS F179--Fundamentals of Supervision--3 credits  
or BA F307-- Introductory Human Resource Management  
ABUS F232--Contemporary Management Issues (3)  
or ABUS F275--Applied International Business  
or ECON 201 (3)  
or ECON 202 (3)--3 credits  
ABUS F260--Marketing Practices (3)  
or ABUS F263--Public Relations (3)  
or BA F343--Principles of Marketing (3) --3 credits

#### Human Resources

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



### International Business

~~ABUS F178--Professionalism--3 credits~~

~~ABUS F275--Applied International Business (3)~~

~~—or ABUS F232--Contemporary Management Issues (3)--3 credits~~

~~PS F201--Comparative Politics--3 credits~~

~~Foreign language elective--3 credits~~

### Marketing

ABUS F175--Customer Service--3 credits

ABUS F178--Professionalism--3 credits

ABUS F260--Marketing Practices (3)

or ABUS F263--Public Relations (3)

or BA F343--Principles of Marketing (3) --3 credits

CIOS F200-level graphics or web design elective--3 credits

### Office Administration

#### 1. Complete the following:

ABUS F170--Business English--3 credits

ABUS F182--Office Procedures--3 credits

~~ABUS F199--Practicum in Applied Business--1 credit~~

~~CIOS Elective appropriate to skill level--3 credits~~

~~Advisor approved ABUS or CIOS electives--2 credits~~

#### 2. Choose 6 credits from the following:

ABUS 183 Advanced Job Readiness (2)

ABUS 199 Practicum in Applied Business (1)

CIOS 130 Microcomputer Word Processing (3)

CIOS 135 Microcomputer Spreadsheets (3)

CIOS 150 Computer Business Applications (3)

### Public Management

ABUS F235--Fund Accounting--3 credits

PS F100X--Political Economy--3 credits

PS F101--Introduction to American Government and Politics (3)

or ABUS F232--Contemporary Management Issues (3)--3 credits

PS F212--Introduction to Public Administration--3 credits

### Recreational Guiding

ABUS F175--Customer Service--3 credits

NRM F161--Wilderness Leadership Education--3 credits

EMS F152--Emergency Trauma Training First Responder (3)

or EMS F195--Wilderness First Responder (3)

or more advanced Emergency First Responder Training (3)--3 credits

RECR electives--3 credits

### Retail Management

ABUS F179--Fundamentals of Supervision (3)

or BA A231\*--Fundamentals of Supervision (3)--3 credits

ABUS F231--Introduction to Personnel--3 credits

ABUS F260--Marketing Practices (3)

or BA A260\*--Marketing Practices (3)—3 credits  
BA A266\*--Retailing Management—3 credits  
CIOS F150—Computer Business Applications (3)  
or CIS A105\* Introduction to Personal Computers (3)—3 credits  
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 CIOS A261A\* Interpersonal Skills in Organizations (3)  
Or COMM A237\* Interpersonal Communication (3)  
Or COMM F180 Introduction to Human Communication (3)—3 credits

\* courses offered via distance delivery from UAA

Tourism

ABUS F158--Introduction to Tourism--3 credits

ABUS F175--Customer Service--3 credits

ABUS F199--Practicum in Applied Business--3 credits

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 credits

5. Minimum credits required—30 -36 credits

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

**D. ESTIMATED IMPACT**

*WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.*

**No impact**

**E. IMPACTS ON PROGRAMS/DEPTS:**

*What programs/departments will be affected by this proposed action?  
Include information on the Programs/Departments contacted (e.g., email, memo)*

**Requested and received permission from Kevin Berry, Associate Dean of the UAF School of Management to add options for AAS students to take a limited number of upper division BA courses in lieu of lower division ABUS courses.**

**Have carefully coordinated and aligned Retail Management Concentration with UAA Community and Technical College.**

**Impacts on students and BBA program are all positive.**

**F. IF MAJOR CHANGE - ASSESSMENT OF THE PROGRAM:**

*Description of the student learning outcomes assessment process.)*

**No change in student learning outcomes assessment process.**



**JUSTIFICATION FOR ACTION REQUESTED**

The purpose of the department and campus-wide curriculum committees is to scrutinize program/degree change applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. If you drop a course, is it because the material is covered elsewhere? Use as much space as needed to fully justify the proposed change and explain what has been done to ensure that the quality of the program is not compromised as a result.


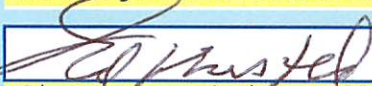

**Dropping International Business Concentration. No students enrolled in this concentration.**

**Adding Retail Management Concentration as a collaborative effort between UAA CTC and UAF CTC. This concentration has been certified by the Western Association of Food Chains (WAFC). UAA has submitted to their curriculum committee a new Retail Management Certificate. UAF is using the same courses as a new concentration under our existing Applied Business Management Certificate. UAA will be using UAF's ABUS 231 course, UAF will be using UAA's BA 266 course.**

**For student who plan to continue their formal education beyond the AAS we are creating options for them to substitute upper division BA courses in Human Resources, Marketing, Law and lower division ECON courses in order to facilitate articulation to the Bachelor of Business Administration Degree.**

**Other course changes in the Office Management concentrations are designed to keep the certificate and degree current and relevant.**

**APPROVALS:**

	Date	11/15/12
Signature, Chair, Department of Applied Business, Paralegal and Accounting:	Andreas P. Anger	
	Date	2-8-13
Signature, Chair, College Curriculum Council for UAF Community and Technical College:	Edgar S. Husted	
	Date	2/12/13
Signature, Dean, UAF Community and Technical College:	Michele E. Stalder	

**ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE**

	Date	
Signature, Chair, UAF Faculty Senate Curriculum Review Committee		



148-UPCh.

Format 5A (Minor Degree Requirement Change)

## **CERTIFICATE IN APPLIED BUSINESS MANAGEMENT**

### **CONCENTRATIONS**

**Computer Applications** (no changes)

**Finance** (no changes)

**General Business**

**Administrative Management**

**Add:** BA 307, "Intro to Human Resource Management" as additional choice with ABUS 179, "Fundamentals of Supervision"

**Add:** ECON 201 or ECON 102 as an additional choice with ABUS 232, "Contemporary Management Issues" **and**

**Drop:** ABUS 275, "Applied International Business" as an additional choice.

**Add:** BA 343, "Principles of Marketing" as an additional choice with ABUS 260, "Marketing Practices" or ABUS 263, "Public Relations"

**Add:** BA 317, "Employment Law" as an additional choice with ABUS 242, "Employment Law"

**Human Resources**

**Add:** BA 307, "Introductory Human Resource Management" as an additional choice with ABUS 231, "Introduction to Personnel"

**Add:** BA 317, "Employment Law" as an additional choice with ABUS 242, "Employment Law"

**International Business** (eliminate)

**Marketing**

**Add:** BA 343, "Principles of Marketing" as an additional choice with ABUS 260, "Marketing Practices" or ABUS 263, "Public Relations" Law"

**Office Administration**

**Drop:** ABUS 199, "Practicum in Applied Business" (1 credit)

**Drop:** Five credits of ABUS or CIOS electives

**Add:** Five specific ABUS and CIOS courses from which to select six credits

**Public Management** (no changes)

**Recreational Guiding** (no changes)

**Retail Management** (NEW ... offered mostly using online courses from UAA)

**Tourism** (no changes)