

# Business Management, Applied

College of Rural and Community Development  
 Business Technologies Division  
 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  
 Tanana Valley Campus (907) 455-2800  
 www.tvc.uaf.edu/abus/

## Certificate

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 and Tourism.**

1. Complete the general university requirements (page 83).
2. Complete the following certificate requirements:
  - a. Complete 3 credits from one of the following communication courses:
    - ABUS 170—Business English (3)
    - or ABUS 271—Business Communications (3)
    - or ENGL 111X—Introduction to Academic Writing (3)
    - or ENGL 212—Business, Grant, and Report Writing (3)..... 3
  - b. Complete one of the following computation requirements:
    - ABUS 155—Business Math (3)
    - or any MATH course at the 100-level or above (3)..... 3
  - c. Complete the following human relations course:
    - ABUS 154—Human Relations..... 3
3. Complete the following general business courses:
  - ABUS 101—Principles of Accounting I (3)
  - or ABUS 142—Office Accounting I (3) ..... 3
  - BA 151—Introduction to Business..... 3
  - CIOS elective appropriate to skill level ..... 3
4. Complete one of the following concentrations:

### Computer Applications

- CIOS 100-level or above word processing elective ..... 3
- CIOS 100-level or above microcomputer spreadsheet elective ..... 3
- CIOS 100-level or above microcomputer database elective ..... 3
- CIOS 100-level or above microcomputer graphics of web design elective ..... 3

### Finance

- ABUS 120—Basics of Investing ..... 3
- ABUS 160—Principles of Banking ..... 3
- ABUS 210—Income Tax ..... 3
- ABUS 233—Financial Management ..... 3
- CIOS 135—Microcomputer Spreadsheets..... 3

*Note: CIOS 135 is the required CIOS elective for this certificate.*

### General Business

- ABUS 201—Principles of Accounting II (3)
- or ABUS 210—Income Tax (3)
- or ABUS 220—Quickbooks Accounting (3)
- or ABUS 221—Microcomputer Accounting (3)
- or ABUS 235—Fund Accounting for Non-Profits (3) ..... 3
- ABUS 179—Fundamentals of Supervision..... 3
- ABUS 232—Contemporary Management Issues ..... 3
- ABUS 260—Marketing Practices (3)
- or ABUS 263—Public Relations (3) ..... 3

### Human Resources

- ABUS 141—Payroll Accounting..... 3
- ABUS 179—Fundamentals of Supervision..... 3
- ABUS 231—Introduction to Personnel ..... 3
- ABUS 242—Employment Law ..... 3

### International Business

- ABUS 178—Business and Professional Presentations ..... 3
- ABUS 275—Applied International Business..... 3
- PS 201—Comparative Politics ..... 3
- Foreign language elective ..... 3

### Marketing

- ABUS 175—Customer Service ..... 3
- ABUS 178—Business and Professional Presentations ..... 3
- ABUS 260—Marketing Practices (3)
- or ABUS 263—Public Relations (3) ..... 3
- CIOS 200-level graphics or web design elective ..... 3

### Office Administration

- ABUS 102C—Keyboarding: Document Formatting..... 1
- ABUS 116—Using 10-Key Calculators..... 1
- ABUS 134—Alphabetic Filing ..... 1
- ABUS 170—Business English..... 3
- ABUS 182—Office Procedures ..... 3
- ABUS 264—Filing/Records Management..... 3

### Public Management

- ABUS 235—Fund Accounting..... 3
- PS 100X—Political Economy ..... 3
- PS 101—Introduction to American Government and Politics..... 3
- PS 212—Introduction to Public Administration..... 3

### Tourism

- ABUS 158—Introduction to Tourism..... 3
- ABUS 175—Customer Service ..... 3
- ABUS 199—Practicum in Applied Business..... 3
- ABUS 256—Small Hotel, Bed and Breakfast, and Lodge Operations (1-3)
- or ABUS 267—Transportation and Logistics Management (1-3)
- or ABUS 268—Rural Tourism: Planning and Principles (1-3)
- or ABUS 269—Food and Beverage Management (1-3) ..... 3

5. Minimum credits required ..... 30

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