

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/

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 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 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 95).
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**
 - CIOS F130—Microcomputer Word Processing.....3
 - CIOS F135—Microcomputer Spreadsheets3
 - CIOS F240—Microcomputer Databases.....3
 - CIOS F146—Using Internet Tools and Technologies (3)
 - or CITS F220—Implementing Internet Tools and Technologies (3).....3

Finance

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

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
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 Service	3
ABUS F178—Professionalism.....	3
ABUS F260—Marketing Practices (3)	
or ABUS F263—Public Relations (3)	
or BA F343—Principles of Marketing (3).....	3
CIOS F200-level graphics or web design elective	3

Office Administration

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

Public Management

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

Recreational Guiding

ABUS F175—Customer Service	3
NRM F161—Wilderness Leadership Education.....	3
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 electives	3

Retail Management

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

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
<i>Note: Other courses specific to individual education and career goals may be substituted with program approval.</i>	
* Courses offered via distance delivery from UAA	

Certificate Requirements

Communication 2 – 3 Credits

Complete one of the following:

- ENGL F111X—Introduction to Academic Writing.....(3)
- ABUS F170—Business English.....(3)
- ABUS F271—Business Communications(3)
- ENGL F211X—Academic Writing about Literature.....(3)
- ENGL F212—Business, Grant and Report Writing*(3)
- ENGL F213X—Academic Writing about the Social and Natural Sciences(3)
- COMM F131X—Fundamentals of Oral Communication: Group Context(3)
- COMM F141X—Fundamentals of Oral Communication: Public Context.....(3)
or successful completion of competency test
- DEVS F104—University Communications..... (1 – 3)
- DEVS F105—Intensive Reading Development(3)
- Other program-approved discipline-based communication course or
discipline-based courses with embedded communication content..... (2 – 3)

* ENGL F212 does not fulfill the second half of the written communication requirement for the bachelor's degree.

Computation 2 – 3 Credits

Complete one of the following:

- Any course at the F100-level or above in mathematical sciences
(computer science, math or statistics).(3)
- ABUS F155—Business Math.....(3)
- DEVM F105—Intermediate Algebra(3)
- ECE F117—Math Skills for Early Childhood Educators.....(3)
- HLTH F116—Mathematics in Health Care(3)
- HUMS F117—Math Skills for Human Services.....(3)
- TTCH F131—Mathematics for the Trades(3)
- Other program-approved discipline-based computation course or
discipline-based courses with embedded computation content. (2 – 3)

Human Relations 2 – 3 Credits

Complete one of the following:

- ANTH F100X/SOC F100X—Individual, Society and Culture(s)(3)
- ABUS F154—Human Relations(3)
- ANL F287—Teaching Methods for Alaska Native Languages (h).....(3)
- ECE F104—Child Development: Prenatal, Infants and Toddlers (s)(3)
- ECE F107—Child Development II: Preschool and Primary Years (s)(3)
- ED/PSY F245—Child Development (s)(3)
- HLTH F106—Human Behavior in Health Care (s).....(3)
- HUMS F120—Cultural Diversity in Human Services.....(3)
- RHS F110—Cross-Cultural Bridging Skills (1) AND
RHS F115—Issues of Personal Development(2)
- Other program-approved discipline-based human relations or
discipline-based courses with embedded human relations content. (2 – 3)

Major specialty at least 21 Credits

Electives to total 30 Credits

Associate of Applied Science Requirements

Written Communication 6 Credits

- ENGL F111X—Introduction to Academic Writing.....(3)

Complete one of the following:

- ABUS F271—Business Communications(3)
- ENGL F211X—Academic Writing about Literature.....(3)
- ENGL F212—Business, Grant and Report Writing*(3)
- ENGL F213X—Academic Writing about the Social and Natural Sciences(3)

* ENGL F212 does not fulfill the second half of the written communication requirement for the bachelor's degree.

Oral Communication 3 Credits

Complete one of the following:

- COMM F131X—Fundamentals of Oral Communication: Group Context(3)
- COMM F141X—Fundamentals of Oral Communication: Public Context.....(3)
or successful completion of competency test

Computation 3 Credits

Complete one of the following:

- Any course at the F100-level or above in mathematical sciences
(computer science, math or statistics).(3)
- ABUS F155—Business Math.....(3)
- DEVM F105—Intermediate Algebra(3)
- ECE F117—Math Skills for Early Childhood Educators.....(3)
- HLTH F116—Mathematics in Health Care(3)
- HUMS F117—Math Skills for Human Services.....(3)
- TTCH F131—Mathematics for the Trades(3)
- Other program-approved discipline-based computation course or
discipline-based courses with embedded computation content. (3)

Human Relations 3 Credits

Complete one of the following:

- ANTH F100X/SOC F100X—Individual, Society and Culture (s)(3)
- ABUS F154—Human Relations(3)
- ANL F287—Teaching Methods for Alaska Native Languages (h).....(3)
- ECE F104—Child Development: Prenatal, Infants and Toddlers (s)(3)
- ECE F107—Child Development II: Preschool and Primary Years (s)(3)
- ED/PSY F245—Childhood Development (s)(3)
- HLTH F106—Human Behavior in Health Care (s)(3)
- HUMS F120—Cultural Diversity in Human Services.....(3)
- RHS F110—Cross-Cultural Bridging Skills (1) AND
RHS F115—Issues of Personal Development(2)
- Other program-approved discipline-based human relations course or
discipline-based courses with embedded human relations content. (3)

Major specialty at least 30 Credits

Electives to total 60 Credits

Minimum credits required for degree 60 Credits