

# APPLIED BUSINESS (ABUS)

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## **ABUS 101 Budget Analysis3 Credits**

Introduction to the basic elements and concepts of accounting, with emphasis on payroll, budgets, statements, and terms and accounting language.

## **ABUS 102 Business Basics3 Credits**

Introduction to small business management. This course covers the basic principles of marketing, management and finance needed to manage or start a small business. The course assists in the development of a business plan and introduces methods of financing a business launch.

## **ABUS 105 Internet Marketing Strategies3 Credits**

Overview of succeeding in business online. Web business models are discussed. Online branding, traffic building, search engine optimization, and online retailing will be examined through examples and case studies. Students will gain exposure to doing business solely online as well as using it as a supplement for business activities.

**Terms Typically Offered:** Fall, Spring.

## **ABUS 106 Marketing Your Image1 Credit**

Exploration of skills students can use to market themselves to prospective employers, clients, professional groups, and audiences of all types. Major emphasis will be placed on skills used to gain employment (resumes, interview, and professional appearance), and to achieve continued personal success (professional behavior and attitude). The course will include at least one simulated interview.

## **ABUS 114 Digital Layout3 Credits**

Introduction to InDesign, a page layout program which integrates seamlessly with other Adobe design programs. InDesign delivers creative freedom and productivity to DTP. Class discussions and independent projects supplement hands-on classroom work.

## **ABUS 116 Principles of Supervision3 Credits**

Introduction to the principles and techniques of supervising and motivating personnel. This course is designed for students who are interested in supervising others or for those currently in supervisory roles. Course content focuses on the human interaction in supervision.

## **ABUS 120 Digital Design Tools3 Credits**

Exploration of the capabilities of digital cameras, raster photo-editing software, vector drawing software, and digital painting software. The course will cover how these image tools can be applied to create digital images, graphics, and videos.

## **ABUS 128 Workplace Behavior3 Credits**

Exploration of the importance of effective communication in our personal lives, as well as in the world of business. Practical business applications such as employee motivation, handling customer complaints, and effectively resolving conflict in the workplace will be a major part of the curriculum.

## **ABUS 145 Data Management3 Credits**

Exploration of a complete array of database skills, includes table, query, form, and report creation and modification. Other topics include application integration and automation of database tasks within the database.

## **ABUS 155 Social Media for Business3 Credits**

Exploration of social media as a business strategy and how to match that strategy with the goals of the business. This course addresses current trends, ethics, regulations, legal challenges, strategy, content development, and change management. Students develop a better understanding of the similarities and differences between social media marketing and traditional marketing.

## **ABUS 156 Problem Solving in the Business Environment3 Credits**

Exploration of the problem-solving and decision-making processes. Those processes include: identifying decision elements, recognizing characteristics of good and bad decisions, practicing various approaches to decision making, utilizing a 9-step process for organization decision making, exploring the nature of problems, understanding situation factors, identifying problems, considering the human side of problem solving, and utilizing a 6-step problem solving process.

## **ABUS 160 Introduction to Customer Service3 Credits**

Principles of customer service, including learning the relationship of self to customers, problem solving, and understanding the importance of communicating with customers. Specific emphasis is given to managing customer expectations by building customer rapport and creating positive outcomes.

## **ABUS 165 Work Readiness1 Credit**

Exploration and development of current workplace requirements. Skills include job search methods, networking, interview process and techniques, personal and professional development, personal finance, employer expectations, essential skills needed, professional etiquette, ethics, drug usage in the workforce, background checks, and techniques to maintain employment and advance in any career.

**Terms Typically Offered:** Fall, Spring.

## **ABUS 196 Topics:1-3 Credits**

Course may be taken multiple times up to maximum of 15 credit hours.

## **ABUS 200 Business Rules and Regulations3 Credits**

Introduction to the contemporary issues, theories, and principles used to effectively manage human resources. Topics include recruiting, hiring, compensation and benefits, training and development, employee relations, and legal issues.

## **ABUS 210 MicroBusiness Money Management3 Credits**

Overview of managing money for small businesses. Recording, analyzing, reporting cash functions, managing payroll, budgeting and planning for the future will be discussed. Programs that assist with money management will be reviewed.

**Terms Typically Offered:** Fall, Spring.

## **ABUS 257 Managing Office Technology I3 Credits**

Introduction to basic computer terminology, file management, and PC system components. Provides an overview of office application software including word processing, spreadsheets, and presentation graphics. Includes the use of a web browser to access the internet.

## **ABUS 258 Managing Office Technology II3 Credits**

Introduction to a wide range of uses of the electronic spreadsheet with special emphasis on using it as a business tool. Includes fundamentals and terms, creating and saving workbooks, entering and using formulas, formatting, printing, multiple-page workbooks, creating charts, entering and using functions, managing lists, and simple macros.

## **ABUS 289 Applied Business Capstone3 Credits**

Exploration of presentation techniques, regarding both verbal and nonverbal skills. Demonstrate presentation techniques using supporting knowledge gained from current academic program.

**ABUS 299 Internship1-3 Credits**

Course may be taken multiple times up to maximum of 6 credit hours.