APPLIED BUSINESS (ABUS)

Community and Technical College
Applied Business (https://www.ctc.uaf.edu/programs/business-applied/)
907-455-2800

ABUS F051  Bookkeeping For Business
3 Credits
Offered As Demand Warrants
Basic concepts and procedures of practical bookkeeping. Recording and reporting financial data for service and merchandising business. Covers businesses owned by one individual only (sole proprietorships.)
Lecture + Lab + Other: 3 + 0 + 0

ABUS F070  Job Readiness Skills
1 Credit
Offered As Demand Warrants
Pre-employment and human relation skills necessary for job success, including how to identify career choices and employment opportunities; how to prepare a resume, job applications, cover and follow-up letters; and how to develop human relation skills. The student will select, prepare and be interviewed for jobs which match his/her skills identified through a self-assessment inventory. Available at Northwest Campus. Also offered pass/fail as ABUS F070P
Lecture + Lab + Other: 1 + 0 + 0

ABUS F101  Principles of Accounting I
3 Credits
Offered Fall, Spring and Summer
Accounting concepts and procedures for service businesses and for merchandising businesses owned by a single proprietor. A preparer’s approach emphasizes the use of debits and credits to account for the details of business transactions.
Lecture + Lab + Other: 3 + 0 + 0

ABUS F102A  Keyboarding: Touch Typing
1-3 Credits
Offered Fall and Spring
Instruction in the mastery of alphabetic keyboard touch typing, skill building and document formatting. Skills mastered can be applied to typewriters, CRTs, computer terminals, or other equipment with a keyboard. May be repeated twice for credit.
Lecture + Lab + Other: 1-3 + 0 + 0

ABUS F102B  Keyboarding: Skill Building
1-3 Credits
Offered Fall and Spring
Instruction in the mastery of alphabetic keyboard touch typing, skill building and document formatting. Skills mastered can be applied to typewriters, CRTs, computer terminals, or other equipment with a keyboard. May be repeated twice for credit.
Lecture + Lab + Other: 1-3 + 0 + 0

ABUS F102C  Keyboarding: Document Formatting
1-3 Credits
Offered Fall and Spring
Instruction in the mastery of alphabetic keyboard touch typing, skill building and document formatting. Skills mastered can be applied to typewriters, CRTs, computer terminals, or other equipment with a keyboard. May be repeated twice for credit.
Lecture + Lab + Other: 1-3 + 0 + 0

ABUS F116  Using 10-Key Calculators
1 Credit
Offered Fall and Spring
Using the efficient 10-key touch method to solve business problems on a calculator. Emphasis is placed on developing occupational proficiency in the use of calculating machines for initial job placement.
Lecture + Lab + Other: 1 + 0 + 0

ABUS F134  Alphabetic Filing
1 Credit
Offered Fall and Spring
Mastery and use of ARMA filing rules as they apply to alphabetic, subject, numeric and geographic filing.
Lecture + Lab + Other: 0 + 3 + 0

ABUS F141  Payroll Accounting
1-3 Credits
Offered Fall, Spring and Summer
Payroll records and laws. Methods to compile and calculate payroll information, earnings, deductions and net wages. City, state and federal tax report forms. For payroll personnel.
Lecture + Lab + Other: 1-3 + 0 + 0

ABUS F151  Village-based Entrepreneurship
1-3 Credits
Offered As Demand Warrants
Technical and personal requirements for establishing and maintaining a small business in a rural village; advantages and disadvantages of operating a small business in a rural village. May be offered in three, 1 credit modules (a, b and c).
Lecture + Lab + Other: 1-3 + 0 + 0

ABUS F154  Human Relations
3 Credits
Offered Fall, Spring and Summer
Attitudes, self-concepts, personal communication styles, motivation, interactions, positive reinforcements, team building and leadership development.
Lecture + Lab + Other: 3 + 0 + 0

ABUS F155  Business Math
1-3 Credits
Offered Fall, Spring and Summer
Review of basic math computation skills applied to various business areas. Emphasis on applications.
Lecture + Lab + Other: 1-3 + 0 + 0

ABUS F158  Introduction to Tourism
1-3 Credits
Offered Spring
An overview of components, concepts and issues in tourism and hospitality. Introduces a broad range of topics, including the history and impacts of tourism, marketing, planning, customer service, and career and business development, with a focus on Alaska and British Columbia, Canada.
Lecture + Lab + Other: 1-3 + 0 + 0

ABUS F160  Principles of Banking
1-3 Credits
Offered Spring
Banking in today’s economy. Language and documents of banking, check processing, teller functions, deposits, credit and payment functions, loans, investments, trust, the Federal Reserve System and other regulatory agencies.
Lecture + Lab + Other: 1-3 + 0 + 0

ABUS F160  Principles of Banking
3 Credits
Offered Fall and Spring
Banking in today’s economy. Language and documents of banking, check processing, teller functions, deposits, credit and payment functions, loans, investments, trust, the Federal Reserve System and other regulatory agencies.
Lecture + Lab + Other: 3 + 0 + 0
ABUS F161  Personal and Business Finance  
3 Credits  
Offered Fall, Spring and Summer  
Explores the management of personal and family finances, including financial planning, budgeting, time value of money, consumer buying, personal credit, savings and investment, home ownership and mortgages, insurance, estate planning, retirement, consumer fraud, and laws.  
**Lecture + Lab + Other:** 3 + 0 + 0  

ABUS F170  Business English  
3 Credits  
Offered Fall and Spring  
Comprehensive review of grammar, punctuation, capitalization and spelling, with emphasis on business and office occupations.  
**Recommended:** Placement into WRTG F090 or higher.  
**Lecture + Lab + Other:** 3 + 0 + 0  

ABUS F175  Customer Service  
3 Credits  
Offered Fall, Spring and Summer  
Prepares students for the workplace by helping them understand the importance of customer service in various industries.  
**Recommended:** BA F151X; ABUS F154.  
**Lecture + Lab + Other:** 3 + 0 + 0  

ABUS F178  Professionalism  
3 Credits  
Offered Fall  
Emphasizes the importance of professionalism and personal effectiveness in the workplace.  
**Lecture + Lab + Other:** 3 + 0 + 0  

ABUS F179  Fundamentals of Supervision  
3 Credits  
Offered Fall, Spring and Summer  
Teaches students the basics of supervisory roles and responsibilities, including planning, organizing, and staffing.  
**Lecture + Lab + Other:** 3 + 0 + 0  

ABUS F182  Office Procedures  
3 Credits  
Offered Fall and Spring  
Introduces students to the basics of office procedures, including filing, processing mail, and preparing reports.  
**Lecture + Lab + Other:** 3 + 0 + 0  

ABUS F183  Professional Skills for Job Hunt  
1-3 Credits  
Offered Fall  
Prepares students for the job market by teaching them skills such as interviewing, resume writing, and networking.  
**Lecture + Lab + Other:** 1-3 + 0 + 0  

ABUS F188  Personal Income Tax  
1 Credit  
Offered As Demand Warrants  
Teaches students about the basics of personal income tax, including how to file and interpret tax forms.  
**Lecture + Lab + Other:** 1 + 0 + 0  

ABUS F189  The Business of Gaming and Content Creation  
3 Credits  
Offered Fall  
Introduces students to the business aspects of gaming and content creation, including how to monetize content online.  
**Lecture + Lab + Other:** 3 + 0 + 0  

ABUS F199  Practicum in Applied Business  
1-3 Credits  
Offered Fall, Spring and Summer  
Provides students with supervised training and work experience in a business setting.  
**Lecture + Lab + Other:** 3 + 0 + 0  

ABUS F202  Principles of Accounting III  
3 Credits  
Offered Fall  
Continues the study of accounting principles and practices, focusing on cost accounting.  
**Lecture + Lab + Other:** 3 + 0 + 0  

ABUS F203  Accounting Capstone  
3 Credits  
Offered Spring and Summer  
Covers advanced accounting topics, such as financial statement analysis and using accounting software.  
**Lecture + Lab + Other:** 3 + 0 + 0  

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Prerequisites: ABUS F101 or ACCT F261X.
Lecture + Lab + Other: preferred stocks, convertible securities, and mutual funds are addressed.

An in-depth study of investment for personal use. The overall investment environment is described and conceptual tools needed by investors are presented. Popular investment vehicles such as common stocks, bonds, preferred stocks, convertible securities, and mutual funds are addressed. Lecture + Lab + Other: 3 + 0 + 0

ABUS F220  Microcomputer Accounting: QuickBooks
3 Credits
Offered Fall and Spring
Basic microcomputer principles. Includes entering transactions, analyzing results, correcting errors and organizing business finances. QuickBooks is a widely used accounting software application. Recommended: ABUS F101.
Lecture + Lab + Other: 3 + 0 + 0

ABUS F223  Real Estate Law
3 Credits
Offered Fall
Sources of real estate law: estates and interests in land; methods of describing land; conveyances, deeds and mortgages; liens and encumbrances; residential rentals and commercial leases; multi-unit communities; brokerages and real property transactions; appraisals; and other laws relevant to real estate. Review of relevant cases involving real estate disputes. Lecture + Lab + Other: 3 + 0 + 0

ABUS F231  Introduction to Personnel
1-3 Credits
Offered Fall
Company organizational structure, job analysis, staffing and organization, employee growth and development, employee supervision and developing leadership skills. May be offered in three one credit modules.
Lecture + Lab + Other: 1-3 + 0 + 0

ABUS F232  Contemporary Management Issues
3 Credits
Offered Fall and Spring
Management functions, including planning, organizing, staffing, directing and controlling, human aspects of management, and decision making. Lecture + Lab + Other: 3 + 0 + 0

ABUS F233  Financial Management
3 Credits
Offered Fall and Spring
Fundamental understanding of the concepts, techniques and practices in financial management. Financial statements analysis, cash flow and financial planning, concept of time value of money, risk and return, bond valuation, capital budgeting, internal financial controls and audit. Lecture + Lab + Other: 3 + 0 + 0

ABUS F234  Introduction to Investing
3 Credits
Offered Spring
An in-depth study of investment for personal use. The overall investment environment is described and conceptual tools needed by investors are presented. Popular investment vehicles such as common stocks, bonds, preferred stocks, convertible securities, and mutual funds are addressed. Lecture + Lab + Other: 3 + 0 + 0

ABUS F235  Fund Accounting for Nonprofits
3 Credits
Offered Fall
Accounting for nonprofit organizations, governmental units, health care providers, voluntary health and welfare organizations, public schools, colleges, universities and other organizations using fund accounting. Recommended: ABUS F101.
Lecture + Lab + Other: 3 + 0 + 0

ABUS F241  Applied Business Law I
3 Credits
Offered Fall and Spring
Legal aspects of business problems. Principles, institutions and administration of law in contracts, agency, employment, personal sales and property ownership. Crosslisted with PLS F241.
Lecture + Lab + Other: 3 + 0 + 0

ABUS F242  Employment Law
3 Credits
Offered Fall
Labor and employment law with emphasis on case analysis.
Lecture + Lab + Other: 3 + 0 + 0

ABUS F256  Small Hotel, Bed and Breakfast, and Lodge Operations
1-3 Credits
Offered Spring
Introduction to hospitality industry focusing on the development and operation of small hotels, bed and breakfast accommodations, and lodge operations. May be offered in three 1 credit modules.
Lecture + Lab + Other: 1-3 + 0 + 0

ABUS F260  Marketing Practices
3 Credits
Offered Fall and Spring
Designed to give students a real-world view of basic marketing principles and practices. Emphasizes planning strategy and application of marketing concepts in analysis of case studies. Examines nature of marketing and its environment, selecting target markets and developing a market mix: product, price, promotion and distribution.
Lecture + Lab + Other: 3 + 0 + 0

ABUS F263  Public Relations
3 Credits
Offered Fall and Spring
Public relations is image making, repairing and promoting. PR involves promotion, selling, advertising and creating public, corporate, government, church and other institutional images. Public relations professionals need skills in psychology, writing, mass media theory, image construction, persuasion and audience analysis. Introduces public relations and the role it plays in our world and society.
Lecture + Lab + Other: 3 + 0 + 0

ABUS F264  Filing/Records Management
3 Credits
Offered Fall and Spring
Instruction in basic alphabetic storage with filing rules and cross-referencing and procedures for retrieving records manually. Includes adaptations of the alphabetic storage method including geographic, numeric and subject; storing and retrieving special records (card files, visible records, microrecords); organization and operation of records management programs and control of records systems.
Lecture + Lab + Other: 3 + 0 + 0
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Offered Months</th>
<th>Description</th>
<th>Recommended</th>
<th>Lecture + Lab + Other</th>
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<tbody>
<tr>
<td>ABUS F265</td>
<td>Current and Emerging Trends in Applied Marketing</td>
<td>3</td>
<td>Spring</td>
<td>Students receive in-depth coverage of current marketing trends, such as social media marketing, digital marketing, and green marketing, with the overarching goal to gain industry competency and applicable knowledge. Objectives include historical reference, ethics, best practices, tactics, strategy, analytics management, with the opportunity to obtain industry-related certifications.</td>
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<tr>
<td>ABUS F267</td>
<td>Transportation and Logistics Management</td>
<td>1-3</td>
<td>Spring</td>
<td>Understanding of issues and challenges concerning structure and management of air, sea, rail and highway transportation systems. Emphasis on effective management of the transporting of people and goods intra-Alaska and to destinations that are served from Alaska.</td>
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<td>ABUS F268</td>
<td>Rural Tourism: Planning and Principles</td>
<td>1-3</td>
<td>As Demand Warrants</td>
<td>Introduction to rural tourism planning and principles. Students examine rural tourism attractions and trends, tourism planning and policy formation, quality standards, and cultural and environmental impacts of tourism. Cross-listed with RD F268.</td>
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<tr>
<td>ABUS F269</td>
<td>Food and Beverage Management</td>
<td>1-3</td>
<td>Spring</td>
<td>Development of a successful food and beverage system from its inception to operation. Menu planning, purchasing, preparation, service and food/beverage cost control.</td>
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<td>ABUS F271</td>
<td>Business Communications</td>
<td>3</td>
<td>Fall, Spring and Summer</td>
<td>Composition and evaluation of various kinds of common communications between a business person and associates, customers and dealers. Included are interoffice memos, letters, reports and oral communications. Recommended: Placement in WRTG F111X.</td>
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<td>ABUS F272</td>
<td>Small-Business Planning</td>
<td>3</td>
<td>Fall</td>
<td>Elements of small-business planning processes including the components of a written business plan.</td>
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<td>ABUS F273</td>
<td>Entrepreneurship and Small Business</td>
<td>3</td>
<td>Fall and Spring</td>
<td>Entrepreneurship and management, starting a new business, buying an existing business or franchise. Managing, marketing, staffing, financing, budgeting, pricing, operational analysis and controls.</td>
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<td>ABUS F274</td>
<td>Business in the Digital World</td>
<td>1-3</td>
<td>Spring</td>
<td>Exploration of trends in internet commerce, websites, social media and digital advertisement. Analysis of the elements needed to build and manage a successful e-commerce or small business. Website planning and creation include information design, navigation design and site presentation. Recommended: Basic knowledge of internet and social media.</td>
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<td>ABUS F275</td>
<td>Applied International Business</td>
<td>3</td>
<td>As Demand Warrants</td>
<td>Case study and research-oriented approach to cultural, economic, political, social, logistical and other business issues in the ever-changing international business environment.</td>
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<td>ABUS F277</td>
<td>Dynamics of Leadership</td>
<td>3</td>
<td>Fall and Spring</td>
<td>The study of leadership behavior with application of methods, facts and principles of leadership to individuals and groups in organizational and work settings. Drawing from several areas of behavioral science, this course, while designed for business students, is also suitable for other fields, general education, and personal enrichment.</td>
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<td>ABUS F288</td>
<td>Professional Certification Preparation</td>
<td>1-3</td>
<td>As Demand Warrants</td>
<td>Prepares students for national or industry specific certification examination. Course may be taken three times for a maximum of 4 credits. Course is intended as preparation for certification exam. Recommended: Experience or course work in exam area.</td>
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<td>ABUS F299</td>
<td>Practicum in Applied Business</td>
<td>1-9</td>
<td>As Demand Warrants</td>
<td>Supervised training and work experience (local or foreign study abroad). Analysis of work experience and relationship of the job to career and academic goals. Managerial concepts, problems of working with groups and individuals, organizational structures, communications and planning. Prerequisites: Permission of instructor.</td>
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