

APPLIED BUSINESS MANAGEMENT (ABM)

Course numbers with the # symbol included (e.g. #400) have not been taught in the last 3 years.

ABM 404A - Introduction to Business I

Credits: 2

This 1/2 semester course introduces students to the nature of the firm, market competition, and management principles. Topics include entrepreneurship, starting a firm, selecting, training and retaining human resources, choosing an appropriate legal structure, and the role of ethics in business. Students will learn basic concepts of economics, study market structures, and engage in competitive analysis of specific firms. Lectures, guest speakers, and case studies used to promote discussion and real-world situations.

ABM 404B - Introduction to Business II

Credits: 2

This course is the second half on Introduction to Business. It introduces basic marketing concepts, including product, pricing, promotional and distribution strategies; applies management principles to operations, information technology, and finance; and examines uses of accounting data and financial statements to evaluate past financial performance and project future performance. A basic business plan is required in an area of the student's interest. Students must take ABM 404A before being eligible to take ABM 404B.

ABM #405 - Small Business Accounting Principles

Credits: 4

Learn the basics of sound bookkeeping practices as they apply to any retail, service, or manufacturing entity. Topics include: debiting and crediting, trial balance, worksheets, ledgers and journals, and checkbook reconciliation. Students perform all of the necessary bookkeeping transactions for an actual business. 3-hr lec/2-hr lab.

Equivalent(s): ABM 205, ABM 224

ABM #407 - Applied Marketing

Credits: 4

Marketing processes presented through text readings, discussions, and semester-long projects. Topics include market research, target marketing, demographics and psychographics, promotion, advertising and publicity, distribution, and pricing. Focuses on the non-personal aspects of marketing and selling. Sust Agriculture&Food Systems and Applied Business Management majors only.

Equivalent(s): ABM 207

ABM 506 - Human Resource Management

Credits: 4

The biggest problem most managers face is getting their employees motivated to work at peak performance. This course is designed to teach managers how to motivate employees through proper hiring techniques, performance reviews, training, administering change, working with problem employees, working with unions, and administering pay and fringe benefits. 2 2-hr discussion. Sust Agriculture&Food Systems and Applied Business Management majors only.

Equivalent(s): ABM 206, ABM 223, ABM 406

ABM 508 - Managerial Accounting

Credits: 4

Students focus on the decision-making aspects of financial management, primarily for internal use by managers. Topics include: cost behavior and control, budgeting, inventory control, capital investments and depreciation, tax strategies, interpretation of financial statements, profitability analysis, case flow management, standard cost accounting, manufacturing accounting and other cost accounting techniques.

Equivalent(s): ABM 208

ABM #514 - Applied Sales

Credits: 4

Focuses on the process of personal selling and persuasion skills. Students spend considerable time practicing their techniques and working with (and observing) professional sales associates in the workplace. Selling involves the pre-approach, approach, demonstration, handling of objections, and closing the sale and follow-up. Also presents and discusses the roles of the sales manager and related financial elements. 2 2-hr lec-discussion.

Equivalent(s): ABM 214, ABM 221, FSM 240

ABM #532 - Small Business Law

Credits: 4

Background and understanding of the legal aspects of management, including: contracts, liability and insurance, business law and regulation, employee laws and rights, forms of ownership, tax implications, and other legal matters relevant to successful management.

Equivalent(s): ABM 232

ABM 540 - Ethics in Business and Society

Credits: 4

A new look at the interface of managerial and ethical issues as they relate to workers, the workplace and the interface between business and society. Brings together concepts such as profit, values, community and, responsibility to consider a paradigm that meets the needs of an organization and the social environment in which it must exist. Helps students identify methodologies for sustaining business in its function as a responsible force for the betterment of wealth and well being in society.

Equivalent(s): ABM 240

ABM #550 - Business Policy

Credits: 4

Through use of case studies from existing businesses, the organization and execution of a student-run business, students now bring together and apply all they have learned throughout the program. This course also features an Executive Speaker Series and a community service component. This unique and experiential final-semester course allows the individual to see how all of the parts make up the whole and to achieve a higher level of self-confidence, self-esteem, and hands-on abilities. 2 2-hr lec-discussion.

Equivalent(s): ABM 211