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.
Grade Mode: Letter Grade

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.
Grade Mode: Letter Grade

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
Grade Mode: Letter Grade

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
Grade Mode: Letter Grade

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, cash flow management, standard cost accounting,
manufacturing accounting and other cost accounting techniques.
Equivalent(s): ABM 208
Grade Mode: Letter Grade

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
Grade Mode: Letter Grade

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
Grade Mode: Letter Grade

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
Grade Mode: Letter Grade