



2024 Catalog

Applied Business Management Bachelor's Degree (BYU-Idaho)

Program Information

Degree description

The Applied Business Management degree from BYU-Idaho prepares students to work in management positions in a variety of business settings.

Program outcomes

1. Develop job skills at both introductory certificate and advanced certificate levels.
2. Identify personal leadership strengths and opportunities for growth.
3. Diagnose the health of a business organization using financial statements and relevant data.
4. Apply appropriate tools to solve business problems.
5. Present business information professionally in writing.

Potential employment

Assuming adequate work experience, successful students will be prepared to advance to management positions related to the area of their introductory certificate – or in another field where they have adequate work experience.

Required Associate certificates (details on next page)

1st Certificate:

Complete **one** of the following certificates:

- Administrative Assistant
- Entrepreneurship
- Commercial Fundamentals
- Teaching English as a Foreign Language (TEFL)

- Basic Accounting – Ensign College
- Hospitality & Tourism Management – Ensign College
- Medical Billing and Coding Fundamentals – Ensign College
- Project Management – Ensign College
- Social Media Marketing – Ensign College

2nd Certificate: Business and Leadership Skills Certificate

3rd Certificate: Business Administration



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Required Associate Course List

PathwayConnect Certificate*

PC 101	Life Skills
PC 102	Professional Skills
PC 103	University Skills

First Certificate:

Administrative Assistant

BUS 105	Spreadsheet Essentials
BUS 129	Office Procedures
BUS 240	Word Processing
BUS 180	Cycle of Cash

Entrepreneurship

BUS 116	Starting a Business
BUS 117	Growing a Business
BUS 118	Expanding a Business
BUS 119	Strengthening a Business

Commercial Fundamentals

BUS 105	Spreadsheet Essentials
BUS 180	Cycle of Cash
COMM 150	Interpersonal Theory & Practice
MKT 120	Sales & Customer Relations

Teaching English as a Foreign Language (TEFL)

TESOL 101	Introduction to TESOL
TESOL 102	TESOL Pedagogy I
TESOL 103	TESOL Pedagogy II
TESOL 104	English Grammar for TESOL
TESOL 105	TESOL Practice

Basic Accounting

BUS 115	Business Applications
ACC 101	Financial Accounting I
COMM 122	Interpersonal Communications
FIN 102	Personal Finance
ACC 208	QuickBooks Online



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Hospitality & Tourism Management

- BUS 113 Intro. to Hosp. and Tourism
- BUS 133 Teams & Relationships in Hosp
- BUS 153 Accommodations & Lodging Opera
- BUS 223 Food & Beverage Industry
- BUS 243 Hosp. & Tour. Financial Mgt.

Medical Billing and Coding Fundamentals

- MCO 180 Intro to Medical Billing & Coding
- MCO 201A Body Systems 1
- MCO 201B Medical Coding 1
- MCO 202A Body Systems 2
- MCO 202B Medical Coding 2
- MCO 203A Body Systems 3
- MCO 203B Medical Coding 3

Project Management

- PM 140 Intro to Project Management
- CS 160 Agile Project Management
- SCM 125 Intro to Glo Sup Ch & Oper
- SCM 223 Quality Management
- PM 200 Advanced Project Management

Social Media Marketing

- DM 105 Intro to Digital Marketing
- DM 120 Digital Marketing Strategy
- DM 150 Digital Marketing Analytics
- SMM 130 Social Media Marketing Content
- DM 160 Digital Marketing Advertising

Second Certificate:

Business and Leadership Skills Certificate:

- ACCTG 180 Survey of Accounting
- BUS 115 Business Applications
- BUS 321 Organizational Leadership
- ECON 100 Essentials of Economics
- FIN 300 Business Finance



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Third Certificate:

Business Administration Certificate:

BUS 380	International Business
BUS 410	Principles of Advanced Business Management
FIN 301	Financial Management
MKT 351	Social Media Marketing
SCM 361	Operations Management

Additional Required Courses

GS 170	Career Development
BUS 374	Social Innovation
BUS 375	Business Law

General Education Courses

WRIT 101	Writing in Professional Contexts
MATH 108X	Math for the Real World
BUS 301	Advanced Writing in Professional Contexts
REL 250C	Jesus Christ and His Everlasting Gospel
REL 275	Teachings and Doctrine of the Book of Mormon
REL 200	The Eternal Family
REL 225	Foundations of the Restoration
REL 333	Teachings of the Living Prophets (or other religion elective course)
REL 324	The Doctrine and Covenants — Part One (or other religion elective course)
REL 325	The Doctrine and Covenants — Part Two (or other religion elective course)
FCS 160	Family Leadership and Resource Management
GESCI 110	Sustaining Human Life
HUM 110	Discovery and Discernment Through the Arts
PUBH 132	Personal Health and Wellness
PEACE 101	Conflict and Peace

*Direct admit students complete alternative courses instead of PathwayConnect (GE 103: Online University Skills, COMM 150: Interpersonal Theory and Practice, and FCS 340: Money Management).

Course Details

PathwayConnect Certificate

1. PC 101: Life Skills (3 credits)

- Develop essential life skills, such as goal setting and problem solving.
- Develop writing ability in organization, clarity, and audience awareness.
- Learn and apply basic math skills to everyday situations.

2. PC 102: Professional Skills (3 credits)

- Develop necessary skills to advance career.
- Produce clear and professional writing.
- Learn to use data and math to make decisions.

3. PC 103: University Skills (1 credit)

- Create and follow an academic plan to a bachelor's degree.
- Demonstrate an understanding of local and online resources for online student success.

First Certificate:

Administrative Assistant Certificate:

4. BUS 105 Spreadsheet Essentials (3 credits)

- Develop core competencies in spreadsheet use.
- Learn how to use spreadsheets to support informed business decisions.
- Develop skills for organizing, analyzing, and interpreting spreadsheet data efficiently and effectively.

5. BUS 129 Office Procedures (3 credits)

- Set an example of professionalism in attitude, speech, conduct, and professional dress.
- Develop workplace, interpersonal, and teamwork skills.
- Use critical, creative, and practical thinking skills to perform responsibilities and run an efficient office.
- Communicate verbally and in writing using correct English grammar to effectively persuade, inform, and convey ideas.
- Be familiar with common office workflow process, procedures, and technologies.

6. BUS 180 Cycle of Cash (3 credits)

- Apply an understanding of the accounting cycle and cash flow of a business to make sound financial decisions.
- Determine the best metrics to use to help increase the continued success of a small business.
- Project how investments and operation decisions will affect the cash flow of the small business or new venture.
- Analyze and choose the right amount of debt to minimize your cost of capital and maximize the future cash flow of small business or new venture.
- Report your small business financial results to a third-party according to industry standards.

7. BUS 240 Word Processing (3 credits)

- Create and edit memos, letters, and reports of varying complexity.
- Format and customize a range of document types and styles.
- Add and modify graphics and other visual elements to enhance written communication.
- Use advanced features in word processing.



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Entrepreneurship Certificate:

8. BUS 116 Starting a Business (3 credits)

- Explain principles of acting in faith to improve spiritual and temporal welfare.
- Explain introductory principles of starting a business.
- Demonstrate application of basic business principles to generate revenue.

9. BUS 117 Growing a Business (3 credits)

- Apply principles of Christian discipleship to improve temporal welfare.
- Explain principles of business growth.
- Demonstrate the application of business principles to grow business revenue and profit.

10. BUS 118 Expanding a Business (3 credits)

- Apply principles of Christian discipleship to improve spiritual and temporal welfare.
- Explain the principles of business expansion.
- Demonstrate the application of business principles to expand additional areas of a business.

11. BUS 119 Strengthening a Business (3 credits)

- Mentor and minister to others about principles of spiritual and temporal welfare.
- Explain the principles of sustaining and strengthening a business.
- Demonstrate the application of business principles to sustain and strengthen a business.

Commercial Fundamentals Certificate:

12. BUS 105 Spreadsheet Essentials (3 credits)

- Develop core competencies in spreadsheet use.
- Learn how to use spreadsheets to support informed business decisions.
- Develop skills for organizing, analyzing, and interpreting spreadsheet data efficiently and effectively.

13. BUS 180 Cycle of Cash (3 credits)

- Apply an understanding of the accounting cycle and cash flow of a business to make sound financial decisions.
- Determine the best metrics to use to help increase the continued success of a small business.
- Project how investments and operation decisions will affect the cash flow of the small business or new venture.
- Analyze and choose the right amount of debt to minimize your cost of capital and maximize the future cash flow of small business or new venture.
- Report your small business financial results to a third-party according to industry standards.

14. COMM 150 Interpersonal Theory and Practice (3 credits)

- Identify foundational interpersonal theory and vocabulary.
- Demonstrate self-communication and developing interpersonal skills.
- Demonstrate skills to improve interpersonal relationships.

15. MKT 120 Sales and Customer Relations (3 credits)

- Integrate "Act As If" principles to develop proper selling attitude awareness.
- Identify career opportunities in the selling field.
- Apply selling skills (Dress for Success, Art of Conversation, Effective Listening) to develop presentation and selling ability.
- Recognize the steps in the Buying Cycle and Selling Cycle and develop the skills to present in each area of the cycle.

Teaching English as a Foreign Language (TEFL) Certificate:**16. TESOL 101 Introduction to TESOL (3 credits)**

- Evaluate the applicability of Second Language Acquisition (SLA) theories, pedagogical methods, strategies, techniques, and curriculum planning to an envisioned TEFL environment.
- Draw upon their understanding of SLA theories, pedagogical methods, strategies, techniques, and curriculum planning to design materials and learning experiences for an envisioned TEFL environment.
- Develop a personalized teaching philosophy based on their informed preferences and the wants and needs of their students.
- Justify the need for teaching English as a second or foreign language (TESL/TEFL) and construct a plan for obtaining employment in this field.

17. TESOL 102 TESOL Pedagogy I (3 credits)

- Critique language acquisition theories to evaluate their suitability to an envisioned language teaching environment.
- Appraise language teaching methods and strategies to evaluate their suitability to an envisioned language teaching environment.
- Develop developmentally appropriate lesson plans, assessments, and curricula for an envisioned language teaching environment.
- Contribute to learning communities to enrich their networks.

18. TESOL 103 TESOL Pedagogy II (3 credits)

- Recognize the role of cultural diversity in the classroom and how it affects interpretation and assessment.
- Demonstrate knowledge of common classroom management strategies.
- Demonstrate competency in both general and linguistic assessment techniques.
- Demonstrate competency in adopting and adapting new tools to second-language instruction.

19. TESOL 104 English Grammar for TESOL (3 credits)

- Learn what language is and how to study it.
- Improve mastery of the various aspects of English (pronunciation, word formation, sentence structure, meaning, and spelling)
- Understand how English compares and contrasts with your native language.
- Develop an awareness of important language issues (bilingualism, dialects, styles, etc.)

20. TESOL 105 TESOL Practice (1 credit)

- To help students review basic principles of language pedagogy.
- To provide a context in which students can foster language acquisition skills they have developed in their TESOL classes in order to increase the learning of English by others.
- To transition students from being a learner of language teaching methods, to an actual ESL/EFL teacher.

Basic Accounting Certificate:**21. BUS 115 Business Applications (3 credits)**

- Use spreadsheets to support informed decisions making in a variety of circumstances and scenarios.
- Use spreadsheets to intelligently organize, analyze, interpret, summarize and communicate relevant data.

22. ACC 101 Financial Accounting I (3 credits)

- Prepare financial statements using the Accounting Cycle.
- Organize accounting work using a Trial Balance Worksheet.
- Prepare basic bank reconciliations.
- Analyze Asset Accounts and prepare offset allowances.
- Apply basic FIFO, LIFO and other costing methods to inventory pricing.
- Calculate depreciation using straight-line depreciation.

23. COMM 122 Interpersonal Communications (3 credits)

- Analyze and apply effective methods, principles and strategies of interpersonal communication to complex problems, situations and personal and professional relationships.
- Demonstrate an understanding of communication behaviors and attitudes based upon personal perceptions and critical reflection.
- Examine individual values, strengths and gifts and utilize those attributes to improve communication skills.
- Assess emotional intelligence and identify emotions in yourself and others to facilitate stronger relationships and communication practices.
- Evaluate and develop conflict resolution strategies to manage and resolve conflict in personal and professional relationships.

24. FIN 102 Personal Finance (3 credits)**25. ACC 208 Quickbooks Online (3 credits)**

- Set up a company using QuickBooks Online.
- Record business transactions using QuickBooks Online.
- Prepare & understand financial statements and other business reports

Hospitality & Tourism Management Certificate:

26. BUS 113 Intro. To Hosp. and Tourism (3 credits)

- Identify the defining characteristics and trends occurring in various sectors within the industry (e.g., accommodations, food and beverage, transportation, recreation, travel/tourism, entertainment).
- Use basic terminology from the industry in situationally appropriate ways.
- Compare the functions and roles of different career opportunities within hospitality and tourism, both in existing organizations and in entrepreneurial settings.
- Identify the personal interests and prior preparation you bring to a career in hospitality and tourism.
- Identify knowledge, skills, educational experiences and attitudes needed to develop a successful career in the industry.
- Apply the teachings of the gospel to career situations within the hospitality and tourism industry.

27. BUS 133 Teams & Relationships in Hosp (3 credits)

- Identify the important role that teams, and teamwork play in organizations as well as our personal lives.
- Utilize individual values, strengths, and talents to work more effectively in teams and develop stronger relationships.
- Apply effective interpersonal communication skills and communication styles in hospitality and tourism team projects.
- Demonstrate effective leadership skills that motivate team members and foster a positive team environment in the hospitality industry.

28. BUS 153 Accommodations & Lodging Opera (3 credits)

- Apply the concepts and skills necessary to achieve guest satisfaction.
- Demonstrate the ability to effectively work in a team environment when completing hospitality-related activities.
- Conduct themselves in a professional and ethical manner, and practice industry-defined work ethics.
- Demonstrate knowledge of best practices in food, beverage, accommodations and finance functions within the hospitality industry.
- Apply basic and supervisory level job functions in hospitality and tourism careers.

29. BUS 233 Food & Beverage Industry (3 credits)

- Assess the type of foodservice career that best suits your personal interests.
- Handle and prepare food in a safe, sanitary, and ethical manner.
- Plan a foodservice business using the principles and practices introduced in this course.
- Make decisions for a food industry establishment using managerial skills required of restaurant professionals and reliable business data.
- Collaborate effectively with peers, suppliers, managers, and others in the foodservice industry.
- Identify how living the values you hold as a Latter-day Saint makes you a valuable asset to your employer.

30. BUS 243 Hosp. & Tour. Financial Mgt. (3 credits)

- Analyze, interpret, evaluate, and create financial statements using spreadsheet software.
- Implement effective strategies to manage expenses, optimize revenue, and maximize profit.
- Proficiently forecast revenues, related volumes, expenses, profit, and cash flows.
- Evaluate various types of costs, financial performance, and investment opportunities in the industry.
- Use industry-standard terminology related to accounting and finance topics.
- Apply career skills and the teachings of the gospel to financial management in the hospitality/tourism industry.

Medical Billing and Coding Fundamentals Certificate:**31. MCO 180 Intro to Med Billing & Coding (3 credits)**

- Analyze and correctly apply medical terminology in the proper context and describe the structural organization of the body and divisions of organs into systems
- Identify and recognize the format of the ICD-10-CM, CPT, and HCPCS coding manuals and apply symbols, conventions, and general coding guidelines for ICD-10-CM and CPT codes
- Identify the Reimbursement cycle and how it applies to insurance, accurate billing forms, such as CMS-1500, and patient billing by identifying charges and payments.

32. MCO 201A Body Systems 1 (2 credits)

- Analyze and understand medical terminology associated with each body system presented by applying meanings of basic combining forms, prefixes, and suffixes of the medical language to build and/or break down medical words.
- Name the organs and structures related to each body system presented, their locations and functions, as well as describe the related signs, symptoms, and disease conditions of each system.
- Apply new knowledge to understanding medical terms in their proper contexts, such as in medical reports and records.
- Demonstrate a familiarity with the normal pharmacologic agents, diagnostic studies and treatments or procedures for many common diseases/disorders for each body system presented.

33. MCO 201B Medical Coding 1 (2 credits)

- Demonstrate an ability to identify diagnoses using the ICD-10-CM coding book and apply correct diagnoses to patient charts.
- Apply and further interpret chapter specific guidelines as discussed in the ICD-10-CM manual, including an ability to apply guidelines to proper diagnosis order.
- Interpret patient charts for procedures and services rendered to correspond to procedural coding using the CPT and HCPCS coding book, including the use of in-section guidelines specific to the CPT manual.
- Analyze patient charts in order to interpret the levels of service for each of the three key components for Evaluation and Management coding in accordance with current CPT and CMS Documentation Guidelines.
- Display an understanding of abstracting correct information and linkage to determine proper coding for both diagnoses and procedures in accordance with medical necessity and specificity.

34. MCO 202A Body Systems 2 (2 credits)

- Analyze and understand medical terminology associated with each body system presented by applying meanings of basic combining forms, prefixes, and suffixes of the medical language to build and/or break down medical words.
- Name the organs and structures related to each body system presented, their locations and functions, as well as describe the related signs, symptoms, and disease conditions of each system.
- Apply new knowledge to understanding medical terms in their proper contexts, such as in medical reports and records.
- Demonstrate a familiarity with the normal pharmacologic agents, diagnostic studies and treatments or procedures for many common diseases/disorders for each body system presented.

35. MCO 202B Medical Coding 2 (2 credits)

- Demonstrate an ability to identify diagnoses using the ICD-10-CM coding book and apply correct diagnoses to patient charts.
- Interpret procedures and services rendered to correspond to procedural coding using the CPT and HCPCS coding book.
- Analyze and apply symbols, conventions and general coding guidelines for ICD-10-CM and CPT codes.
- Display an understanding of abstracting correct information to determine proper coding for both diagnoses and procedures and demonstrate an ability to prove medical necessity through linking diagnoses and procedures.

36. MCO 203A Body Systems 3 (2 credits)

- Analyze and understand medical terminology associated with each body system presented by applying meanings of basic combining forms, prefixes, and suffixes of the medical language to build and/or break down medical words.
- Name the organs and structures related to each body system presented, their locations and functions, as well as describe the related signs, symptoms, and disease conditions of each system.
- Apply new knowledge to understanding medical terms in their proper contexts, such as in medical reports and records.
- Demonstrate a familiarity with the normal pharmacologic agents, diagnostic studies and treatments or procedures for many common diseases/disorders for each body system presented.

37. MCO 203B Body Medical Coding 3 (2 credits)

- Demonstrate an ability to identify diagnoses using the ICD-10-CM coding book and apply correct diagnoses to patient charts.
- Interpret patient charts for procedures and services rendered to correspond to procedural coding using the CPT, HCPCS, and ICD-10-PCS coding book.
- Analyze and apply symbols, conventions and general coding guidelines for ICD-10-CM, ICD-10-PCS, and CPT codes
- Display an understanding of abstracting correct information to determine proper coding for both diagnoses and procedures and demonstrate an ability to prove medical necessity through linking diagnoses and procedures.



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Project Management Certificate:

38. PM 140 Intro to Project Management (3 credits)

- Define project scope by gathering requirements and creating a work breakdown structure (WBS)
- Build a project schedule based on the work breakdown structure
- Develop a project budget using sound estimating techniques and budgeting principles

39. CS 160 Agile Project Management (3 credits)

- Manage a complete project from concept to completion using an Agile Scrum framework.
- Exercise a deep understanding of Agile principles and Scrum values and when and how to apply them in the software development process.
- Know the key roles, artifacts, and process in following a Scrum methodology.
- Do user story mapping and the 5 levels of planning.
- Create an “inspect and adapt” culture within their own work environment to drive continuous improvement and team empowerment.
- Draw from their experience in an actual multi-week development project using the Scrum framework and their role as a Scrum Master, Product Owner, and team member.

40. SCM 125 Introduction to Supply Chain Management & Operations (3 credits)

- Analyze the goals, impacts, and roles of supply chain management
- Identify Sales and Operations Planning (S&OP) strategies for an organization
- Apply the Theory of Constraints (TOC) to a supply chain function
- Demonstrate Lean Manufacturing principles in a supply chain

41. SCM 223 Quality Management (3 credits)

- Define quality in the context of improvement
- Apply the PDSA model to quality improvement efforts
- Use effective tools in quality improvement efforts

42. PM 200 Advanced Project Management (3 credits)

- Organize the work required to initiate and complete a project
- Accomplish planned deliverables within schedule and budget constraints
- Control project execution while reporting progress and performance to stakeholders

Social Media Marketing Certificate:

43. DM 105 Intro to Digital Marketing (3 credits)

- Evaluate marketing recommendations based upon introductory principles of marketing.
- Analyze basic performance of popular digital media channels.
- Differentiate digital marketing platforms.
- Identify the various points of the customer journey and how they apply to strategic marketing campaigns.
- Recommend digital channels to potential clients based upon client goals.
- Identify best practices of usability testing and user-friendly websites.

44. DM 120 Digital Marketing Strategy (3 credits)

- Demonstrate a working knowledge and comprehension of foundational strategic marketing principles.
- Create social media marketing campaigns based upon strategic planning.
- Execute social media marketing tactics guided by a strategic framework.
- Apply social media metrics in relation to assessing the effectiveness of a strategy.
- Build social media marketing strategy plans for brands and businesses that achieve business objectives—including research, goals, calendars, and budgets.
- Engage in real-world social media marketing experience.

45. DM 150 Digital Marketing Analytics (3 credits)

- Adopt an attitude of data appreciation.
- Use various free and paid digital marketing tools.
- Discover how data can actually take you in the wrong direction.
- Apply the entire process of data analysis, from planning, gathering data, cleaning data, analyzing data, reporting your insights, and developing recommendations.
- Build case studies, proposals and presentations based on data.
- Comprehend and synthesize data trends and the global effects of big-data.

46. SMM 130 Social Media Marketing Content (3 credits)

- Create and deliver digital content designed for targeted audiences.
- Apply content marketing strategies and tactics recommended by digital media industry leaders in real-life situations.
- Leverage digital platforms for the distribution of content through copy, photos, video, and audio.
- Demonstrate competency using a diverse set of digital content development tools.
- Distinguish between effective and ineffective digital content.

47. DM 160 Digital Marketing Advertising (3 credits)

- Understand the principles of advertising.
- Utilize best practices to create and test advertising content.
- Develop and implement digital advertising strategies.
- Utilize various digital advertising platforms.
- Develop the skills to optimize ad campaigns.



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Second Certificate:

Business and Leadership Skills Certificate:

48. ACCTG 180 Emergency Management (3 credits)

- Explain and demonstrate financial accounting principles.
- Explain and demonstrate managerial accounting principles.
- Create and analyze basic accounting statements.

49. BUS 115 Business Applications (3 credits)

- Use spreadsheets to support informed decisions making in a variety of circumstances and scenarios.
- Use spreadsheets to intelligently organize, analyze, interpret, summarize and communicate relevant data.

50. BUS 321 Organizational Leadership (3 credits)

- Demonstrate proficient application of individual effectiveness principles and skills.
- Use organizational and team leadership principles to analyze and propose solutions to real-world problems.
- Practice and apply principles and skills of effective interpersonal and team communication.
- Apply each principle and skill in the contexts of work, home, church, and community.

51. ECON 100 Essentials of Economics (3 credits)

- Demonstrate the economic way of thinking in decision making.
- Illustrate how markets allocate resources through the interactions of demand and supply.
- Differentiate market structures to assess their implications for efficiency, equity, and profitability.
- Evaluate the health of a national economy.
- Illustrate the impact of trade policies on the relative health of two or more economies.

52. FIN300 Business Finance (3 credits)

- Recognize and apply key business and financial terms.
- Demonstrate how to manage a business by interpreting and analyzing financial statements and identifying levers to control revenue, costs, and cash flow.
- Explain the fundamental roles of product design, marketing, finance, and supply chain management- and how they interact.
- Identify appropriate ethics, legal, and human resource practices.

Third Certificate:

Business Administration Certificate:

53. BUS 380 International Business (3 credits)

- Analyze the cultural, political, legal, and economic environment of a specific nation and its effect on business strategy, management, and operations in the country.
- Demonstrate a working knowledge of variables that influence the business climate of nations.
- Analyze the various options available for entry into foreign markets, and the pros and cons of each.
- Create a basic marketing, sales, sourcing, distribution, and HR strategy for doing business in another country.
- Strengthen capabilities and commitment to become exemplary disciple-leaders in a diverse world.

54. BUS 410 Principles of Advanced Business Management (3 credits)

- Use data and financial statements to make high quality decisions that lead to action.
- Demonstrate critical thinking, analytical and reasoning skills in a business management context.
- Apply advanced skills of business management.

55. FIN 301 Financial Management (3 credits)

- Develop an understanding of and ability to work with fundamental financial concepts.
- Learn basic mathematics of finance and the use of associated technology tools.
- Learn real-world applications of core financial principles.

56. MKT 351 Social Media Marketing (3 credits)

- Understand top social media strategies and be able to create a relevant social media strategy for a business.
- Understand the basics of viral social marketing.
- Have a working knowledge of the main social media networks/channels.
- Be able to create valuable content in the form of blogs, pictures, videos, etc.
- Analyze and translate quantitative and qualitative data into actionable social media engagement plans for continuous improvement using analytics and other tools.
- Develop a system for monitoring social media to determine trends.
- Develop and follow an Internet spiritual safety plan.

57. SCM 361 Operations Management (3 credits)

- Recognize the true source of material wealth and describe the godly basis for production.
- Identify the appropriate production process focus—efficiency or flexibility—based on the requirements of the product or service being offered.
- Become skilled at sifting through ambiguous data. (Real-life operations problems are like solving very complex story problems from math class.)
- Identify and apply appropriate tools to improve operational performance, primarily in a variety of simulations. Topics of study to include project management, product forecasting, process and capacity planning, and quality management.



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Additional Required Courses:

58. GS 170 Career Development (1 credits)

- Communicate personal and essential employable skills matched to a target job.
- Create a list of employers, contacts and opportunities to obtain or improve employment.
- Prepare effective professional documents and digital profile that incorporate essential employability skills.
- Identify and practice effective networking and job-search strategies.
- Connect and network with professionals, mentors and potential employers in student's target industry.
- Apply for jobs and/or improved position in current organization.
- Demonstrate effective interviewing and post-interviewing skills.

59. BUS 374 Social Innovation (3 credits)

- Describe what social innovation is generally and how it applies to students' lives.
- Identify opportunities and challenges faced by entities seeking to create measurable and sustainable social impact.
- Identify opportunities available to entities seeking to make a social impact based on principles of social innovation.
- Apply principles of social innovation to existing entities, and/or hypothetical models, within the context of a specific social issue.
- Articulate the potential connection between students' discipleship of Jesus Christ and their future careers and business decisions.

60. BUS 375 Business Law (3 Credits)

- Describe the basic principles of the US legal system, including sources of law, courts, procedures, jurisdiction, crimes, and torts.
- Demonstrate working knowledge of contracts, remedies for breach, the UCC, and employment law.
- Apply knowledge of various business entities, including tax and liability considerations, to relevant management and operational objectives.
- Apply ethical considerations to common business situations.

General Education Courses

61. WRIT 101: Writing in Professional Contexts

- Produce personal writing, and accurately and honestly cite the contributions of others.
- Practice the writing process, including research, drafting, peer review, and revision.
- Apply language conventions required for effective reading and writing, including word choice, sentence structure, paragraph structure, and overall organization.
- Adapt writing to a variety of rhetorical situations.

62. MATH 108X: Math for the Real World

- Identify real-world situations (e.g. financial, family, social, or community issues) where quantitative reasoning skills are needed to inform a decision.
- List key assumptions and key variables necessary to apply mathematical models of real-world situations.
- Demonstrate the quantitative skills necessary to use mathematical models.
- Use mathematical models to make an informed decision.
- Evaluate decisions made with the Quantitative Reasoning Process.

63. BUS 301: Advanced Writing in Professional Contexts

- Understand how to craft writing to fit the needs of various audiences.
- Apply critical thinking skills to the writing process.
- Gain fundamental skills in composition, editing, and rhetoric.
- Demonstrate coherent, clear, and cogent business writing in a variety of genres.
- Produce quality writing, and explain what makes it effective.

64. REL 250C: Jesus Christ and His Everlasting Gospel

- Demonstrate the ability to follow Jesus Christ along Heavenly Father's covenant path to eternal life.
- Describe the divine roles of Jesus Christ in the everlasting gospel.
- Define the new and everlasting covenant.

65. REL 275: Teachings and Doctrine of the Book of Mormon

- Identify several "great things" the Lord has done for His children.
- Explain how the covenants of the Lord with the House of Israel make it so "they are not cast off forever."
- Teach why Jesus is the Christ, the Eternal God.
- Understand how to apply the doctrine of Christ to "be found spotless at the judgment seat of Christ."

66. REL 200: The Eternal Family

- Learn doctrines and principles taught within "The Family: A Proclamation to the World," such as the eternal nature of marriage and family; the doctrine of gender; the divine roles of men and women; the laws governing chastity and physical intimacy in marriage; and principles governing happiness in family life.
- Demonstrate understanding of and apply the doctrines and principles taught in "The Family: A Proclamation to the World."
- Demonstrate the ability to teach and share with others across a range of topics associated with the doctrines and principles found in "The Family: A Proclamation to the World."
- Show the ability to problem-solve challenges that result from violations of doctrines and principles found in "The Family: A Proclamation to the World."

67. REL 225: Foundations of the Restoration

- Identify and understand foundational revelations and doctrine relating to the ongoing Restoration, and know key people and historical events related to each.
- Develop greater faith in Jesus Christ, a testimony of the prophetic calling of Joseph Smith, the ongoing Restoration of the gospel of Jesus Christ, and the continuation of prophetic authority.
- Evaluate the reliability and validity of doctrinal and historical source material, and constructively manage ambiguity. Students will practice critical thinking skills useful in resolving contemporary challenges to faith.
- Become more confident in explaining, defending, and applying the foundational doctrines of the ongoing Restoration and in maintaining lifelong spiritual growth within The Church of Jesus Christ of Latter-day Saints.

68. REL 333: Teachings of the Living Prophets (or other religion elective course)

- Identify, describe, and apply the doctrines and principles taught by latter-day prophets, emphasizing those found in the most recent general conference.
- Discover and share key aspects of the workings of God in the lives and backgrounds of the current First Presidency and Quorum of the Twelve Apostles.
- Describe the order of succession in the Presidency and Apostolic seniority, what it means to preside, and the principle of revelation as it relates to jurisdiction.
- Define priesthood, priesthood keys, and delegated authority.
- Exemplify faith in Jesus Christ by applying the teachings (both word and deed) of the latter-day prophets, and esteem them above personal, philosophical, and political ideologies.

69. REL 324: The Doctrine and Covenants — Part One (or other religion elective course)

- Develop greater faith and testimony in Jesus Christ, and deepen personal conversion.
- Read and understand the context and content of the text for the course.
- Develop an ability to learn and teach by the Spirit.
- Develop a habit of regular scripture study.
- Identify, understand, and apply doctrines and principles from the scriptures and the words of the prophets.
- Develop the ability to explain, share, and testify of true doctrines and principles.
- Master key scriptural passages by being able to understand, explain, and apply them to everyday life.

70. REL 325: The Doctrine and Covenants — Part Two (or other religion elective course)

- Develop greater faith and testimony in Jesus Christ, and deepen personal conversion.
- Read and understand the context and content of the text for the course.
- Develop an ability to learn and teach by the Spirit.
- Develop a habit of regular scripture study
- Identify, understand, and apply doctrines and principles from the scriptures and the words of the prophets.
- Develop the ability to explain, share, and testify of true doctrines and principles.
- Master key scriptural passages by being able to understand, explain, and apply them to everyday life.

71. FCS 160: Family Leadership and Resource Management

- Develop a personal mission statement for life.
- Analyze priorities to managing time.
- Examine personal finances.
- Apply communication and trust to improve relationships.

72. GESCI 110: Sustaining Human Life

- Explain the strengths and limitations of the scientific process as a source of knowledge.
- Identify engaging fields of study with good career potential.
- Analyze compelling and important questions using scientific evidence.
- Discuss challenging issues in a respectful and productive manner.

73. HUM 110: Discovery and Discernment Through the Arts

- Examine literature and theater at a college level.
- Evaluate art works according to aesthetic principles.
- Analyze elements of music to find personal meaning.
- Analyze film composition to gauge artistic value.
- Recognize truth, goodness, and beauty as expressed through the arts.

74. PUBH 132: Personal Health and Wellness

- Identify personal wellness, skills, behaviors, and routines.
- Examine current lifestyle as it relates to personal wellness.
- Explore physical, mental, emotional, spiritual, social, and environmental wellness practices.
- Apply personal behaviors, habits, or patterns that promote optimal wellness.

75. PEACE 101: Conflict and Peace

- Analyze basic dynamics of conflict.
- Approach different conflicts with clarity, charity, and respect.
- Propose viable solutions to real-world conflicts.
- Develop strategies for collaborative problem-solving.