

## **APPLIED BUSINESS DEVELOPMENT (1 YEAR)**

Students will:

1. Understand consumer-buying habits when faced with scarce resources and unlimited wants.
2. Assume appropriate roles to create, deliver, receive and manage business communications in the workplace.
3. Motivate and supervise personnel to achieve completion of projects and company goals.
4. Direct and supervise personnel to complete company goals and projects.
5. Develop and implement plans and standard operating procedures to assure maintenance of facilities, equipment and supplies.
6. Evaluate opportunities to determine potential company changes and implement strategies for catalyzing and guiding changes.
7. Demonstrate and experience the value and role of marketplace competition
8. Develop and implement short and long-term strategic plans to manage growth, profit and goals within a specific market segment.
9. Evaluate employee performance to provide timely and appropriate responses to personnel issues.
10. Organize the various business services to address all company components.
11. Understand the importance and applications of various types of management
12. Employ and manage techniques, strategies, and systems used by management to foster self-understanding and enhance business
13. Develop personal traits and behaviors to foster career advancement.
14. Maintain, monitor, plan, and control the use of financial resources to protect an entrepreneur and business's financial well-being.
15. Manage marketing activities to facilitate business development and growth.