

## MISSION

Our mission is to partner with students in imagining, believing and achieving their goals.

## VISION

MCC envisions a future where there is a strong sense of community in this complex world. We will strive to prepare students to live and contribute effectively in a rapidly changing society. Our vision requires a fundamental commitment to teaching and learning excellence within a supportive environment.

## VALUES

In everything we do, we value:

- the individual
- learning
- innovation
- community
- quality

IMAGINE...

BELIEVE...

ACHIEVE...

- Private instruction at your place of business
- Instruction offered throughout the MCC service area in eastern Colorado
- A business may enroll up to two people
- Financial aid and scholarships are available for those who qualify
- Enrollment limited to students 16 years of age or older

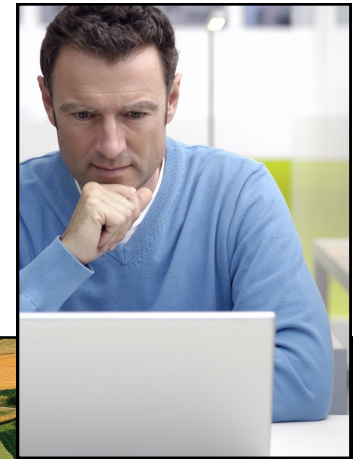
"The ABM classes are responsible for my business growing every year. I am taught the current marketing skills for tracking inventory and payroll, which are the back bone for my success. I have the best support from my instructor and the college. Without this class I would not have the confidence and business skills to compete in today's demanding, and competitive field." —Rocky, Blake Electric



**970-542-3260 or  
1-800-622-0216  
Ext 3260**

[www.MorganCC.edu/abm](http://www.MorganCC.edu/abm)

**Your  
business  
is our  
classroom**



**...any kind of  
business...**

## Business Management Skills and Tools for

- Service
- Retail
- Manufacturing
- Farming / Ranching

**...and any business in between**



# AGRICULTURE AND BUSINESS MANAGEMENT

## “Your Business is our Classroom”

These 18-credit certificate courses are designed for completion in one year and are for individuals involved in any type of business from service to retail and from agriculture sales to production. Unique delivery methods include private on-site instruction.

### RECORDS AND BUSINESS PLANNING

This is a one-year program in business planning and computerized record keeping. Emphasis is placed on the implementation and maintenance of an accurate set of computerized financial records, computer terminology, accounting concepts and a business plan.

Courses	Credits
ABM 111 Records & Business Planning I	9
ABM 112 Records & Business Planning II	9
<b>Total Certificate Credits</b>	<b>18</b>

### FINANCIAL ANALYSIS

This is a one-year program emphasizing the financial analysis and health of the business. Development and interpretation of financial reports will point to strengths and weaknesses for business analysis purposes.

Courses	Credits
ABM 121 Financial analysis I	9
ABM 122 Financial Analysis II	9
<b>Total Certificate Credits</b>	<b>18</b>

### COMMODITY MARKETING

Commodity Marketing is a one-year certificate course (18 credits) focusing on the development of a marketing plan and production costs. This focus includes marketing strategies and alternatives such as cash, futures, options, and forward contracts as well as price trends and behavior. Enterprise calculations resulting in production trends are emphasized.

Courses	Credits
ABM 131 Commodity Marketing I	9
ABM 132 Commodity Marketing II	9
<b>Total Certificate Credits</b>	<b>18</b>

### MARKETING AND RISK MANAGEMENT

Marketing and Risk Management at MCC is a one-year certificate course emphasizing marketing strategies, enterprise/job costing analysis, sales/pricing trends, and risk management techniques. Marketing terminology, risk management strategies, marketing research and analysis along with marketing strategies for the development of a marketing plan will be emphasized.

Courses	Credits
ABM 135 Marketing & Risk Management I	9
ABM 136 Marketing & Risk Management II	9
<b>Total Certificate Credits</b>	<b>18</b>

### WEB PRODUCTIVITY AND UTILIZATION

MCC Web Productivity and Utilization Program is a one-year certificate course (18 credits) designed to enhance business management skills by improving one's understanding and use of the Internet for business productivity. Utilization of available tools, learning technical capabilities, and development of a web use plan for the business will be addressed.

Courses	Credits
ABM 137 Web Productivity/Utilization I	9
ABM 138 Web Productivity/Utilization II	9
<b>Total Certificate Credits</b>	<b>18</b>

### ADVANCED BUSINESS MANAGEMENT

This course is designed to enhance management skills by looking at the existing business plan, identifying risk reducing alternatives, and continuing in-depth financial analysis.

Courses	Credits
ABM 141 Advanced Business Management I	9
ABM 142 Advanced Business Management II	9
<b>Total Certificate Credits</b>	<b>18</b>

### INTEGRATED MANAGEMENT

MCC Integrated Management Program is a one-year certificate course (18 credits) emphasizing integration of data and software technology for a business. Research and identification of data and software currently used in business or industry will point to the development of a management plan for improvement of present system and/or incorporating new applications.

Courses	Credits
ABM 143 Integrated Management I	9
ABM 144 Integrated Management II	9
<b>Total Certificate Credits</b>	<b>18</b>

### RURAL BUSINESS ENTREPRENEURSHIP

Enhance your business management skills by looking at new business ventures and using technology to research and develop complete business plans. Classes focus on identifying components of a business plan, defining the business and its markets, looking at customer wants and needs, and analyzing the competition.

Courses	Credits
ABM 151 Rural Business Entrepreneurship I	9
ABM 152 Rural Business Entrepreneurship II	9
<b>Total Certificate Credits</b>	<b>18</b>

### LEADERSHIP / HUMAN RESOURCES

MCC Leadership and Human Resource Program is a one-year certificate 18-credit course emphasizing leadership and resources management in business. Learning effective leadership concepts and skills within the parameters of ethical considerations, and identifying human resource tools will guide the evaluation and analysis of the business' current management practices. Students will develop and evaluate a leadership plan for the business.

Courses	Credits
ABM 153 Leadership/HR Management I	9
ABM 154 Leadership/HR Management II	9
<b>Total Certificate Credits</b>	<b>18</b>