



FORT HAYS STATE UNIVERSITY & HAYS ACADEMY OF HAIR DESIGN

# BUSINESS ESSENTIALS CERTIFICATE

ONE YEAR CERTIFICATE - 4 COURSES - 1 CREDIT HR EACH  
MONDAY EVENINGS FROM 4:30-6:30 PM // 8 WEEK COURSES

## COURSE DESCRIPTIONS

### Fall 2024

**ACCT 663: THE BASICS OF ACCOUNTING & TAXES (8/16 - 10/11)**

This course provides a basic overview of accounting and taxation topics relevant to service providers and small businesses with limited retail sales.

**MKT 673: SOCIAL MEDIA MARKETING (10/14 - 12/13)**

Learn the fundamentals of marketing and then focus on how to use social media marketing to market yourself and/or your salon! Learn current trends and how to develop a comprehensive, social media marketing strategy.

### Spring 2025

**FIN 663: UNDERSTANDING PERSONAL FINANCES (1/21 - 3/14)**

Learn the basics of personal finances! You will also learn the application of financial knowledge and how to increase profits.

**GBUS 673: MANAGEMENT PRACTICES (3/24 - 5/16)**

Learn the basics of management and related topics of human resources, entrepreneurship, customer satisfaction, and project management. You'll also discuss how the roles of being an independent contractor and employee differ.

**STACEY SMITH**

@ slgsmith@fhsu.edu

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**STEPS TO SUCCESS:** 1- APPLY  
2- FINALIZE AND PAY  
3- ATTEND CLASS, GAMES, CAREER SERVICES, WELLNESS....

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# VALUE ADDED RESOURCES

Opportunity for Campus Housing and Campus Meal Plans, if desired

**NETWORKING: BEGIN BUILDING CLIENT BASE**

**FREE ACCESS**

- TIGER SPORTING EVENTS
- FHSU STUDENT ACTIVITIES
- FITNESS CENTER
- CAREER SERVICES AND RESUME BUILDING
- TAILORED FOR TIGERS CLOTHING CLOSET
- CENTER FOR STUDENT SUCCESS
- COUNSELING
- STUDENT HEALTH SERVICES

KYLE STACKEN

@kastacken@fhsu.edu

785.628.5722