Applied Business and Information Technology (ABIT)

Bachelor of Applied Science (BAS) Program

8-Week Student Information
September-October, 2021
Debasis Bhattacharya (debasisb)
Linda Fujitani (lkfujita)
maui.hawaii.edu/abit
Introductions - UHMC

- Laura Nagle, Dean CTE
- Lorelle Peros, Hospitality Faculty and Dept Chair, Business & Hospitality
- Debasis Bhattacharya, Program Coordinator, Faculty (ICS, Capstone)
- Duane "Bud" Clark, Humanities Faculty (PHIL, HUM)
- Dan Kruse, ICS Faculty (ICS 110 and 111 courses)
- Derek Snyder, English Faculty (ENG 316)
- Wendy Hashimoto, Communication Faculty (COM 459)
- Kelly Watanabe, Accounting Faculty (ACC)
- Tom Blamey, Math Faculty (ICS, Math)
- Priscilla Lopez, Lecturer (ICS cybersecurity)
- Gary Albitz, Lecturer (ICS and BUS)
- Vincent Domingo, Lecturer (BUS and MKT)
- Linda Fujitani, Counselor
Advisory Board Members

Veterans!
- Virendra Nath - HDEP
- Tim Georges - Boeing
- Ray Shirkodai, PDC
- Chris Chiesa, PDC
- Gary Albitz, Entrepreneur

Seasoned
- Rich Serbin, Entrepreneur
- Lorraine Osako, ABIT Grad, PDC
- John Helly, PhD, UCSD

Fairly New Members...
- Christina Yumul, Storeology
- Steve Farmer, MD, UHMC Faculty
- Sean Scott, JD, Attorney

Brand New Members!
- Christopher Thee, PMP, BDO Inc.
- Tiare Martin, Director, Maui HPCC
Ready to jumpstart a business, build new skills, or advance your career?

Do you have an associate degree?

Do do you work full-time?

Enjoy the challenge of juggling work, life and education?
What is Your Passion?

If your passion lies in any of the following, the ABIT program is for you!

1. Starting a new business
2. Marketing
3. Accounting
4. Web Programming
5. Cybersecurity
6. Big Data Analysis
7. Machine Learning
What is ABIT all about?
8-Week Online Option!

ABIT will launch a new **8-week cohort program** starting Spring 2022

1. Transform your 2 year Associate Degree into a 4 year Bachelor's Degree in Applied Business and Information Technology
2. Students will take two 8-week courses at a time in spring/fall semester, plus five elective courses (these Level 100-400 courses can be of any length)
3. 100% Online + Asynchronous - fits your full-time working schedule
4. Courses will start in Spring 2022, with an expected graduation in Fall 2023
5. Tuition assistance available for those who qualify
6. Students who already have an associate degree are eligible to apply
7. Spots are limited, secure your seat today by contacting ABIT Counselor Linda Fujitani at 808.984.3226 or via email at lkfujita@hawaii.edu
Program Overview

BACHELOR OF APPLIED SCIENCE / 121 CREDITS (4 YEAR PROGRAM) / 60 CREDITS (UPPER DIVISION TRANSFER)

The BAS in Applied Business and Information Technology (ABIT) program offers a unique hybrid degree that emphasizes business, entrepreneurship, and technology skills. Upon completion of the ABIT program, many students apply for graduate programs, launch an entrepreneurial start-up, or accept employment in a small to large-sized company. The program can be completed in 4 years* (8 full-time semesters).

Students who have completed an associate degree can transfer to the upper division program and complete the ABIT BAS in 4 semesters and 60 credits, using a traditional 16-week semester format. A new 8-week online cohort starting Spring 2022, provides upper division transfer students with more flexibility in a completely online, asynchronous learning environment.

ABIT Web Site - http://maui.hawaii.edu/abit
Brief History of the ABIT Program

ABIT v1 - AY 2005 to AY 2011
- First baccalaureate program at UHMC
- First graduating class in 2007!
- Focus on entrepreneurship and technology
- 2+2 program with lower division courses from AAS in BUS

ABIT v2 - AY 2012 to 2016
- Four year program with integrated lower/upper div courses
- Pathway to UHM MBA and other graduate programs
- Internship, capstone project and strong advisory board
ABIT Today and the Future!

ABIT v3 - AY 2017 to AY 2021

- BAS program focused on *Tech Entrepreneurship*
  - Freshman Direct Admit Program stays intact
  - Focus on statewide recruitment, online live/hybrid classes
    - Liberal Arts, IT, Accounting, Business, HOST etc.
  - Facilitate Transfers with Associate degrees (UH System)

ABIT v4 - AY 2022 and beyond

- Focus on the post-pandemic economy and WFH reality!
- Enable professional working students to change careers
- Internship, capstone project and statewide advisory board
ABIT Capstone Project I & II

ABIT Capstone I

- Fall Semester Project
- Students work in small groups!
- Focus on creating a business
  - Lean Launchpad Model - Steve Blank
  - Customer Value and Validation
  - Product Market Fit
  - Minimal Viable Product (MVP) v0, Business Canvas

ABIT Capstone II

- Spring Semester Project
- Extend MVP, Monetization Plan, Marketing
- Work on launching business
ABIT Program Learning Outcomes (PLOs)

1. Develop effective business plans and strategies using essential business functions such as marketing, management, accounting, and statistics.
2. Design prototypes using current business technology for e-commerce, web programming, databases, systems analysis, and project management.
3. Create minimum viable products or services for a feasible business venture through entrepreneurship and technology skills.
4. Demonstrate business ethics, value, and integrity through teamwork and leadership.
Counseling and Support Services

Linda Fujitani (l kfujita)
ABIT Counselor
Discussions and Q&A

Debasis Bhattacharyya (debasisb)
Linda Fujitani (lkfujita)
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