



Curriculum Catalog
Essentials in Business

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Essentials of Business Course Overview

This semester-long course is an introduction to the goals, processes, and operations of business enterprises for students. The main focus is on the functions that a company must manage effectively to be successful. These include accounting, finance, human resource management, marketing, operations management, and strategic planning. Attention is also given to the legal environment in which businesses operate and the importance of business ethics and corporate citizenship.

Upon completion of the course, students should be able to apply business concepts to their lives, compare and contrast market economies, describe the six areas of human resource management, list and define the legal forms of business ownership, name and describe the components of successful business communication, and analyze ways in which technology is changing business operations.

Upon completion of the course, students should be able to do the following:

- Apply business concepts to their lives
- Compare and contrast market economies with controlled economy
- Describe the six areas of human resource management
- List and define the legal forms of business ownership
- Name and describe the components of successful business communication
- Analyze ways in which technology is changing business operations

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