

Business

BUSN-5000

F2 2021 Section CL 3 Credits 10/18/2021 to 12/17/2021 Modified 10/18/2021

Meeting Times

Lecture - Fall 2 - 2021

Monday, 5:00 PM to 9:00 PM, Webnet

Description

This course is designed to provide a foundation in such general business concepts as economics, finance, accounting, business law, marketing, and other business systems.

Requisites

None

Outcomes

- To develop familiarity with the language and terminology of business.
- To become familiar with the basic theories, concepts, and practices of the basic functional areas of business.
- To develop an understanding of the benefits of free enterprise capitalism, as well as the dangers of unfettered capitalism.
- To develop an understanding of profit and profitability, and the important role it plays in the operation of organizations.
- To become familiar with the basic business functions and how they properly work together in an integrated way to improve organizational performance.
- To develop an understanding of the importance of international issues in modern business as well as develop an appreciation for the cultural, economic, political, and financial differences that must be taken into account if international business is to be effectively pursued.

Required Textbook

(On ground) Business Essentials

Author: Ebert

Publisher: Pearson

Edition: 12th

ISBN: 978-0134728391

Campus Information
