

Department: Business

Name of Course: Intro to Business

General Description of Course

This course introduces the student to the fundamentals of American Business and its contemporary environment. It provides an overview of organizational, national, and international trends and their impact on enterprises both large and small. The course explains how businesses are formed, how they operate to accomplish their goals, and why/how their success depends on effective management, production, marketing and finance/accounting.

Major Topics Covered:

- Business Operations
- Financial Management
- Human Resources
- Domestic and International E-commerce

Textbook:

Introduction to Business, Dlabay, Kapoor. 2003, Thomson South-Western, Mason, Ohio.

Requirements:

- Good Attendance
- Participation and Cooperation

Grading Policy:

Students will be graded on their in-class assignments, homework, class participation, projects, assessments and presentations.