

BUSA-BUSINESS ADMINISTRATION (BUSA)

BUSA 1110. Intro to Business

3 Credits (3)

Fundamental concepts and terminology of business including areas such as management, marketing, accounting, economics, personnel, and finance; and the global environment in which they operate.

Learning Outcomes

1. Explain how business and entrepreneurship affect the quality of life and the world around us.
2. Explain the characteristics of the different forms of business ownership.
3. Perform basic stakeholder analysis concerning accountability, ethics and social responsibility of business.
4. Demonstrate knowledge of the various dimensions of the business environment including political and legal, socio-
5. cultural, environmental, diversity, economic, technological, and global.
6. Describe the purpose and functions of finance, operations, marketing, management, accounting, and information systems.
7. Demonstrate basic skills such as use of common business terminology, information search skills, presentation and writing skills, and team skills.