

Introduction to Business

This course does not include tutoring

Course Description

This course provides students with an overview of business in an increasingly global society serving as an introduction to business terminology, concepts, environments, systems, strategies, and current issues. Topics include an overview of the business environment, business ethics, entrepreneurship and global business, management, marketing, production, information systems, and financial elements of business. This course provides a solid business foundation for more detailed and higher-level study in subsequent courses.

ACE Course/Exam Number: PLNS-0041

NOTE: The course is listed as *Propero eCollege with eText for Introduction to Business 3.0 for Strayer University* on the Pearson store

This course includes the following eText:

Ebert and Griffin. (2011). *Business Essentials*; 8/E. 0137053495

Course Learning Outcomes

Upon completion of this course, the student will be able to:

- Describe the key components of the contemporary US and international business environment
- Describe the role of ethics and social responsibility in the business environment
- Examine how businesses can be organized and structured
- Analyze the various functions of and approaches to management
- Analyze marketing processes, forces, and issues in a business enterprise
- Examine the key strategies, tools, and issues involved in business operations
- Examine the key financial concepts involved in the business enterprise
- Develop a business plan incorporating sound business concepts, systems, and strategies