Business 101

Course Description

Business 101 deals with the basics of general business administration. It provides students with an understanding of the fundamental questions of doing business and the basic organizational approaches used by companies. This course prepares students for the more advanced business modules in their studies. The successful completion of this course will give students fundamental knowledge of general business administration.

Contents

1. Businesses and their Environment
   1. Concepts of Business
   2. A system of Economic Relationships
   3. Business Environment
2. Types of Business Organizations
   1. Companies in Production and Service
   2. Divisions of Companies
3. Management and Structure of Business
   1. Basics of Business Management
   2. Functions of Organizations, Managers, and Control
   3. The Decision-Making Process
   4. Organizational Structure of Business
4. Production of Goods and Services
   1. Origin and Development of the Production Process
   2. Industrial Strategy of Business
5. Marketing of Goods and Services
   1. Goals and Types of Marketing
   2. Marketing Mix
6. Management of Labor
   1. Process of Labor Management
   2. Demand in Labor
   3. Human Relations in Organizations
7. Accounting in Business
   1. Functions and Objectives of Accounting
   2. Spheres of Accounting
   3. Fundamental Principles of Accounting