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. In addition, basic organizational approaches of companies are shown. With the successful completion of the course, the students have gained fundamental knowledge in general business administration. This course lays the foundation for the advanced modules in the further course of their studies.

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 management of labor
   2. Demand in labor
   3. Human relations in organizations
7. Accounting in business
   1. Functions and goals of accounting
   2. Spheres of accounting
   3. Fundamental principles of accounting