

## BA 101: Introduction to Business

Survey course in the field of business including topics such as management, finance accounting, marketing, production, computers, international business, small business, investments and other areas of general business interest.

Introduction to Business is designed to expose the interested student to many functions of modern business. The course shows the student how these functions exist in a changing society and the type of decisions which must be made within that environment. The course is also designed to expose the student to the multitude of career fields in the areas of business. The importance of business in the modern society is also stressed throughout the course.

Topics such as business environment, management, organization, marketing, finance, accounting, and data processing are discussed in an introductory manner. Credits will be acceptable as required and/or elective for Business Administration and Business Technology Certificate or Degree Programs.

This course is not designed to provide for entry level employment or job upgrading except to provide background knowledge of business.

### Course Student Learning Outcomes

Upon successful completion of BA 101, the student will be able to:

- Demonstrate an understanding of the forces that shape the business and economic structure of the United States of America.
- Demonstrate an understanding of the major functions of business including Management, Accounting/Finance, Marketing, Investments, and Information Technology.
- Explain why business ethics is an integral part of every business organization.

Credits: 4

Prerequisites: [WR 115](#) [RD 115](#) [MTH 20](#) Equivalent placement test scores also accepted.

Program: [Business Administration](#)