

# **Business Essentials: Concepts and Tools**

## **Chapter1:**

### **The Economic Basis and Legal Structures of Business**

#### **Learning Objectives:**

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After studying this section you will be able to:

- Recognize attributes of economic systems and resource constraints.
- Recognize the different types of business structures

## **Chapter 2:**

### **Management and Organization**

#### **Learning Objectives:**

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After studying this section you will be able to:

- Recognize the concepts and functions of management.
- Differentiate among the types of psychological needs and types of leadership.
- Identify labor goals, labor-management problems, and key labor legislation.

# Chapter

# 3:

## Production and Purchasing

### Learning Objectives:

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After studying this section you will be able to:

- Recognize key elements of the production process and building requirements.
- Recognize key elements of the purchasing-supplier relationship.
- Identify key selection factors for production facility location.

# Chapter

# 4:

## Information Technology and Accounting

### Learning Objectives:

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After studying this section you will be able to:

- Recognize various computer hardware and information systems.
- Recognize the components of financial statements and popular financial analysis ratios.

# Chapter

# 5:

## **Business Statistics, Finance and Managerial Control**

### **Learning Objectives:**

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After studying this section you will be able to:

- Identify methods of data collection, and key business statistics.
- Recognize factors of a financial plan and sources of financing.
- Identify sales and production planning techniques.

# Chapter

# 6:

## **Financial Markets**

### **Learning Objectives:**

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After studying this section you will be able to:

- Recognize the scope of the Federal Reserve System in banking practices.
- Identify different stock exchanges, indexes and security market regulation.
- Identify elements of risk and insurance policies.

# Chapter

# 7:

## Marketing and Sales

### Learning Objectives:

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After studying this section you will be able to:

- Identify functions and costs of marketing.
- Identify the role of the middlemen in the marketing channel.
- Identify advertising strategies and trends.
- Identify attributes of a sales program.

# Chapter

# 8:

## International Business, Ethics and the Government

### Learning Objectives:

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After studying this section you will be able to:

- Identify the concerns and consequences of, and the governmental role, in international business and trade.
- Identify key provisions regarding with business law and ethics.
- Recognize government influences on business.