

Learning Objectives:

After studying this course you will be able to:

- Recognize attributes of economic systems and resource constraints.
- Recognize the different types of business structures
- 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.
- 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.
- Recognize various computer hardware and information systems.
- Recognize the components of financial statements and popular financial analysis ratios.
- 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.
- 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.
- Identify functions and costs of marketing.
- Recognize the role of the middlemen in the marketing channel.
- Identify advertising strategies and trends.
- Identify attributes of a sales program.
- 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.