

TABLE OF CONTENTS

Business Concepts: Exploring Careers in Business

Licensing

1: Internal and External Business Environments

- 1.1: Guiding Questions | Learning Objectives | Key Terms
- 1.2: Learn the Basics of Business
- 1.3: Developing Interpersonal Skills Is Key to Your Success
- 1.4: Organizational Designs and Structures

2: The Functions of Management

- 2.1: Guiding Questions | Learning Objectives | Key Terms
- 2.2: What Do Managers Do?
- 2.3: Major Characteristics of the Manager's Job
- 2.4: The POLC Framework
- 2.5: Case Study - Stanley Cup
- 2.6: O*NET Exploration - Management

3: The Role of Human Resources in an Organization

- 3.1: Guiding Questions | Learning Objectives | Key Terms
- 3.2: Introduction to Human Resources
- 3.3: Achieving High Performance through Human Resources Management
- 3.4: Summary of Human Resources
- 3.5: Benefits of Training and Development
- 3.6: Complete Guide to Compensation and Benefits
- 3.7: Functions of Human Resources Management
- 3.8: O'Net Exploration - Human Resources

4: The Role of Marketing and Sales in an Organization

- 4.1: Guiding Questions | Learning Objectives
- 4.2: Marketing and the Marketing Process
- 4.3: Marketing Research and Big Data
- 4.4: What is the Difference Between Sales and Marketing
- 4.5: The 4 Ps of Marketing
- 4.6: Conducting Market Research
- 4.7: O'Net Exploration - Marketing and Sales

5: The Role of Accounting in an Organization

- 5.1: Guiding Questions | Learning Objectives | Key Terms
- 5.2: Identify Users of Accounting Information and How They Apply Information
- 5.3: Describe Typical Accounting Activities and the Role Accountants Play in Identifying, Recording, and Reporting Financial Activities
- 5.4: Describe the Varied Career Paths Open to Individuals with an Accounting Education
- 5.5: Describe the Income Statement, Statement of Owner's Equity, Balance Sheet, and Statement of Cash Flows, and How They Interrelate
- 5.6: Trends in Accounting

- [5.7: Case Study - Accounting Fraud](#)
- [5.8: O'Net Exploration - Accounting](#)

6: Business Career Path Overview

- [6.1: Guiding Questions and Learning Objectives](#)
- [6.2: Apple and the 4 Functional Areas of Business](#)
- [6.3: Case Study - Mc Donald's](#)

[Index \(Blank Page\)](#)

[Glossary \(Blank Page\)](#)

[Detailed Licensing](#)

[Detailed Licensing](#)