

1.2: Course Contents at a Glance



The following list shows a summary of the topics covered in this course.

Module 1: Role of Business

- What Is Business?
- For-Profit vs. Nonprofit
- Factors of Production
- Functional Areas
- Stakeholders
- External Forces

Module 2: Economic Environment

- What Is Economics?
- Economic Systems
- Demand
- Supply
- Equilibrium
- Health of the Economy
- Economic Stages

Module 3: Global Environment

- Globalization
- Measuring Global Trade
- Global Business Strategies
- Global Trade Forces
- Global Trade Agreements and Organizations
- Ethical Challenges in the Global Environment

Module 4: Financial Markets and System

- Money
- Role of Banks
- Financial Markets and Business

Module 5: Legal Environment

- The Meaning and Purpose of Law
- Statutory and Common Law
- Tort Law
- Intellectual Property
- Warranties
- Contracts
- Consumer Protection and Antitrust Laws

Module 6: Business Ethics and Corporate Social Responsibility

- Ethical and Legal Behavior
- Business Ethics
- Ethical Challenges

- Corporate Social Responsibility

Module 7: Business Ownership

- Choosing an Organizational Type
- Sole Proprietorships
- Partnerships
- Corporations
- Hybrid Forms of Ownership
- Franchises
- Mergers and Acquisitions

Module 8: Entrepreneurship

- Small Business
- Entrepreneurs
- Advantages, Disadvantages, and Considerations
- Steps to Starting a Business
- Business Plans

Module 9: Management

- Managers
- Management Theory
- Planning
- Organizing
- Leading
- Controlling

Module 10: Motivating Employees

- The Hawthorne Effect
- Need-Based Theories
- Process-Based Theories
- Theory X, Theory Y, and Theory Z
- Strategies for Motivating Employees

Module 11: Teamwork and Communication

- Teams
- Team Development and Success
- Effective Communication and Barriers
- Communication Channels, Flows, and Networks
- Electronic Communication

Module 12: Managing Processes

- Operations Management
- Production Processes
- Production Planning
- New Technologies
- Supply Chain Management and Logistics
- Quality Assurance

Module 13: Marketing Function

- Role of Customers
- Segmentation and Targeting
- Marketing Mix Introduction

Module 14: Marketing Mix

- Product
- Promotion
- Place
- Price

Module 15: Human Resource Management

- Human Resource Management
- Human Resources and Laws
- Recruitment and Hiring
- Training, Development, and Rewards
- Termination
- HR Challenges

Module 16: Accounting and Finance

- Accounting in Business
- Key Financial Statements
- The Break-Even Point
- Financial Ratios
- Ethical Practices in Accounting

Module 17: Using Technology to Manage Business Information

- Technological Changes in Business
- How Businesses Use Information
- Information Networks
- Current Issues in IT

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