

1.1: About This Course

This Introduction to Business course develops students' understanding of business fundamentals with learning design structured around timely, real-world case studies and examples. Key topics include the role of business, the global economic and legal environment, ethics, marketing, accounting and finance, and managing processes and operations. Enriched OER content (text, video, simulations, etc.) orients students to the shifting business landscape and prepares them for success in business program curriculum and the workplace.

This course was written by Linda Williams (Tidewater Community College) and Lumen Learning, with contributions from Nina Burokas (Mendocino College, Saddleback College) and Robert Danielson (Saint Mary's College of California), and is supplemented by content from [OpenStax Principles of Economics](#), [Boundless Business](#), and videos from multiple sources.

Additional contributions were created by Tina Lance at Germanna Community College, Wendy Wright at Cerritos College, Betty Fitte at Tidewater Community College, Bob Carroll & Andrea Foster at Montgomery Community College, and Charlene Barker at Spokane Falls Community College.

Course Improvements

This new edition of Waymaker Introduction to Business includes improvements and enhancements including:

- Fully revised Module 5: Legal Environment and Module 8: Entrepreneurship with new updated content.
- Added a new module, Module 17: Using Technology to Manage Business Information.
- Added practice opportunities to every learning outcome for students to enrich their learning.

We believe in making continuous improvements to our courses in order to enhance and facilitate student learning. This newest version of the course includes data-driven improvements to assessment questions and text content in order to better illustrate, clarify, and evaluate concepts.

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