

1.2: Introduction to What Is Business?

What you'll learn to do: explain the concept of business

The concept of business has enough definitions and applications that we could almost say that everything is business. Throughout this course we will explore the various functions, roles, and characteristics of business while keeping in mind that business is like the air we breathe—it's everywhere!

Contributors and Attributions

CC licensed content, Original

- Introduction to What Is Business?. **Authored by:** Linda Williams and Lumen Learning. **License:** [CC BY: Attribution](#)

[1.2: Introduction to What Is Business?](#) is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.

- [5.2: Introduction to What Is Business?](#) has no license indicated.