

BUSS 1001: Introduction to Business

A foundation course on the role and function of a business enterprise. Includes organization, finance, marketing, administration, human resources, customer service, data management, international business, small business and economic tools. Designed primarily to help students describe basic environments in which a business operates. Explain basic concepts of management and recognize problems faced in operating a business. Describes basic concepts related to the marketing of goods and services. Provide information with respect to money and banking, financial management, accounting, law, ethics and the role these play in business. Describes how these factors could affect their careers.

Credits: 3

Class Hours: 3

Prerequisites:

1ST Year Standing | 1ST Year Standing

Department: Business