

BUS 120 : Principles of Business

Surveys the fundamentals of the American business enterprise. Examines the foundations and responsibilities of accounting, business, management, finance, marketing, and the business environment.

Credits 3

Lecture Hours 3

Recommended Preparation

Credit for ENG 21 and ENG 22 , or ENG 23 or higher.

Course Outcomes

- Demonstrate qualitative understanding of the impact of external factors on business decisions relative to the accomplishment of the mission and objectives of an organization.
- Demonstrate qualitative understanding of various forms of business ownership to determine their appropriateness relative to an organization's resources, goals, and objectives.
- Demonstrate qualitative understanding of various business functions and practices and their impact on the successful operation of a business.
- Demonstrate qualitative understanding of the impact of business decisions on the external environment.