BA 101 Outcomes

At the end of this class the student will be able to:

1. Distinguish between different types of legal forms of business, required resources for each type of business and typical managerial careers.
2. Describe the nature of the economic system of the United States.
3. Describe product planning, purchasing, and production control.
4. Explain the nature of human resource management; the role and function of recruiting, hiring, termination, training, benefits; and the nature of management-labor relations.
5. Illustrate how to market, distribute, and promote products both domestically and internationally.
6. Understand the different forms of short-term and long term financing.
7. Explain the use of money and the nature of the banking system.
8. Describe how securities markets work.
9. Understand the control process used to manage a business.
10. Obtain a cursory understanding of the accounting cycle and financial statements.
11. Explain how statistics and computers are used for data processing.
12. Understand the role business law and government regulations in operating a business.
13. Describe Entrepreneurship and franchising.