ESSENTIALS OF BUSINESS

CREDIT HOURS: 0.5
COURSE LENGTH: 1 Semester

COURSE DESCRIPTION
This course is an introduction to the goals, processes, and operations of business enterprises for students. The main focus is on the functions that a company—whether a multinational corporation or a corner grocery store—must manage effectively in order to be successful. These include accounting, finance, human resource management, marketing, operations management, and strategic planning. Attention is also given to the legal environment in which businesses operate and the importance of business ethics and corporate citizenship.

TOPIC OUTLINE
1. Introduction
2. Your Role in Business
3. Business Career Choices
4. Selling Yourself
5. Market-Based Economy
7. Unlimited Wants vs. Limited Resources
8. Human Resources
9. Marketing and Advertising
10. Sales Techniques: Careers
11. Business Structures
12. Management
13. Finance Options: Credit Use and Banking
14. Recordkeeping: Money and Asset Management
15. Consumer Rights
16. Business Leadership Skills
17. Group Dynamics in the Business Setting
18. Team-building Skills in Business
20. Business Etiquette
21. Methods of Business Communication
22. Verbal and Nonverbal Business Communication
23. Business Letters and Memos
24. Business Presentations and Delivery
25. Business Technology
26. Use of Technology in Business  
27. Channels of Business Communication  
28. Role of Future Business Leaders of America  
29. Real Life Applications  

University of Miami Global Academy reserves the right to revise the course outline as needed throughout the duration of the course.