

BUS 120 : Principles of Business

Credits: 3

Class Hours: 3 lecture

Description: This course surveys the fundamentals of the American business enterprise and examines the foundations and responsibilities of accounting, business, management, finance, marketing, and the business environment.

Semester Offered: Fall, Spring

Course Student Learning Outcomes (CSLOs):

1. Define the various forms of business ownership to determine the appropriateness relative to an organization's resources, goals, and objectives.
2. Identify legal, governmental, ethical, and social responsibility issues or regulations affecting business decisions.
3. Identify the impact of local, national, and global external factors on business decisions relative to the accomplishment of the mission and objectives of an organization.
4. Identify various business functions and practices - including management, marketing, accounting, and finance - and explain their impact on the successful operation of a business.