

INTRODUCTION TO BUSINESS

Scope and Sequence

The Global Economy

- Business in today's world
- Economic challenges that business faces
- How to measure economic performance

Private Enterprise

- Motivations of business, why own one
- How the market works

The Dynamics of Business in a Changing World

- Building an organization
- Managing a workforce
- Managing finances
- Producing goods and services
- Marketing to the world

Entrepreneurship/Owning a Small Business

- Define
- Analyzing a business venture
- Organizing a business
- Financing a business

Government and Business

- How the government affects businesses
- Taxes
- Government spending

Financial Institutions and the World

- Money and banking
- The Federal Reserve System
- Monetary policies