

BADM-134: Business Organization & Management

Course Description: An introduction to business, focusing on a basic understanding of the activities, functions, and principles of business enterprises. The course covers the responsibilities and challenges of operating a business. The emphasis is on human relations, management, marketing, finance, labor, franchising, forms of ownership and careers.

Total Credits: 3.00

Course Competencies

- 1. Identify the characteristics of a successful entrepreneur**
- 2. Differentiate between the various economic systems.**
- 3. Explain the implications of operating in a global economy.**
- 4. Discuss the importance of Ethical Behavior and Social Responsibility**
- 5. Contrast the different legal forms of business ownership**
- 6. Describe the elements that must present to start a small business.**
- 7. Discuss the management and leadership of a successful business.**
- 8. Explain the different organizational structures available to businesses.**
- 9. Examine the process of production management in a manufacturing business.**
- 10. Explain the need to motivate employees.**
- 11. Examine the requirements for human resource management.**
- 12. Explain the history of employee - management relations.**
- 13. Discuss the need for marketing in business.**
- 14. Differentiate between the methods for developing product/service pricing.**
- 15. Identify the distribution methods available to businesses.**
- 16. Identify promotional tactics best suited to a small business.**
- 17. Create business financial statements.**
- 18. Discuss the need for a financial management component in a business.**