

# BA 101Z : INTRODUCTION TO BUSINESS

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## Transcript title

Introduction to Business

## Credits

4

## Grading mode

Standard letter grades

## Total contact hours

40

## Lecture hours

40

## Course Description

Presents an integrated view of both established and entrepreneurial businesses by studying their common characteristics and processes in a global context. Introduces theory and develops basic skills in the areas of accounting, finance, management, and marketing, with an emphasis on social responsibility and ethical practices. Explores how businesses can create value for themselves and society by addressing environmental and social challenges.

## Course learning outcomes

1. Explain the role of business in society.
2. Identify the different forms of business.
3. Describe the importance of entrepreneurship in the economy.
4. Explain the main functional areas of business, including accounting, finance, human resources, management and leadership, and marketing.
5. Explain the importance of ethics and social responsibility in business contexts.
6. Describe how economics and globalization impact business decisions and operations.