

Business Essentials:

Concepts and Tools

Course Description

This course provides an overview on the basic concepts and tools of business. Every functional aspect of business is covered. Topics covered are management, organization, human resource management, purchasing, production/operations, accounting, finance, marketing, quantitative methods, legal environment, information technology, business ethics, and international business.

Completion Deadline & Exam: This course, including the examination, must be completed within one year of the date of purchase. In addition, unless otherwise indicated, no correct or incorrect feedback for any exam question will be provided.

Course Level: Overview. This program is appropriate for professionals at all organizational levels.

CPE Credits: 8 (CPA)

Category: Business Management and Organization

Prerequisite: None

Advanced Preparation: None

Course Learning Objectives

Chapter 1: The Economic Basis and Legal Structures of Business

After studying this chapter you will be able to:

1. Recognize attributes of economic systems and resource constraints.
2. Recognize the different types of business structures

Chapter 2: Management and Organization

After studying this chapter you will be able to:

1. Recognize the concepts and functions of management.
2. Differentiate among the types of psychological needs and types of leadership.
3. Identify labor goals, labor-management problems, and key labor legislation.

Chapter 3: Production and Purchasing

After studying this chapter you will be able to:

1. Recognize key elements of the production process and building requirements.
2. Recognize key elements of the purchasing-supplier relationship.
3. Identify key selection factors for production facility location.

Chapter 4: Information Technology and Accounting

After studying this chapter you will be able to:

1. Recognize various computer hardware and information systems.
2. Recognize the components of financial statements and popular financial analysis ratios.

Chapter 5: Business Statistics, Finance and Managerial Control

After studying this chapter you will be able to:

1. Identify methods of data collection, and key business statistics.
2. Recognize factors of a financial plan and sources of financing.
3. Identify sales and production planning techniques.

Chapter 6: Financial Markets

After studying this chapter you will be able to:

1. Recognize the scope of the Federal Reserve System in banking practices.
2. Identify different stock exchanges, indexes and security market regulation.
3. Identify elements of risk and insurance policies.

Chapter 7: Marketing and Sales

After studying this chapter you will be able to:

1. Identify functions and costs of marketing.
2. Identify the role of the middlemen in the marketing channel.
3. Identify advertising strategies and trends.
4. Identify attributes of a sales program.

Chapter 8: International Business, Ethics and the Government

After studying this chapter you will be able to:

1. Identify the concerns and consequences of, and the governmental role, in international business and trade.

2. Identify key provisions regarding with business law and ethics.
3. Recognize government influences on business.