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.**