

BUS112W : Introduction to Business Administration

In Introduction to Business Administration, students learn about business fundamentals through real-world case studies, application-focused content, and examples that prepare them for the business program and workforce. Students learn the functions of modern business with an emphasis on how these functions interact in a shifting business landscape. Key topics include ethics, marketing, accounting and finance, the role of business, managing processes and operations, and the global economic and legal environment.

Lecture Hours 3

Lab Hours 0 **Credits** 3