

# BUSINESS

Business students study how business is organized in the United States, starting a business, recruiting, interviewing, hiring, staffing, and personnel management. Students study managing assets, financing alternatives, and investments.

## B101

Chapter 1: Business and the Benefit of Studying It

Section 1: Definition of Business

Section 2: Why Study Business?

Chapter 2: Goals of Business

Section 1: Main Goal of Business

Section 2: Sovereignty of the Customer

Section 3: Goal of Marketing

Chapter 3: The American Economic System

Section 1: Comparison of Economic Systems

Section 2: Capitalism in America

## B102

Chapter 1: Business in Colonial America

Chapter 2: Industrial Revolution

Chapter 3: Information Age

Section 1: 1945-1969

Section 2: 1970-2000

## B103

Chapter 1: Economic Systems and Needs

Section 1: Capitalism

Section 2: Socialism

Section 3: Communism

Section 4: Economic Needs

Chapter 2: How Business is Organized in the United States

Section 1: Public Utility

Section 2: Cooperative

Section 3: Nonprofit Corporation

Section 4: Municipal Corporation

Section 5: Single Proprietorship

Section 6: Partnership

Section 7: Corporation

Section 8: Management

Section 9: Workers

## Chapter 3: Business Cycles

B104

Chapter 1: Starting a Business

Section 1: E-Commerce

Section 2: Business Risks

Chapter 2: Government and Business

Section 1: Structure and Role of Government

Section 2: Government regulations

Chapter 3: Business Contracts and Credits

Section 1: Contracts

Section 2: Buying—Selling on Credit

Section 3: Financing

B105

Chapter 1: Recruiting, Interviewing, and Hiring

Section 1: Recruiting

Section 2: The Interview

Section 3: The Hiring Process

Chapter 2: Staffing and Personnel Management

Section 1: Training

Section 2: Personnel Department

Section 3: Compensation

