
Principles of Business Management & Entrepreneurship

Course Description

This is one of two foundation courses required for all pathways in the Business Management and Finance Career Cluster and is essential to all pathways. This course provides a foundational understanding of the role of business in a global society, American business as a dynamic process, forms of business ownership, management concepts, marketing, production and distribution, and accounting and finance. Along with a brief historical perspective, business terminology and principles will be emphasized. Students will develop the communication skills that will be necessary for success in the workplace and college while understanding the business world and preparing to meet their career goals and objectives.

Course Outline-8 Units of Study

- Societal Values
- Understanding Ethics
- Social Responsibility
- Economics and Characteristics of Business
- Entrepreneurship
- Managing and Management Responsibilities
- Business Activities
- Career Opportunities