

CHAPTER 1: THE ECONOMIC BASIS AND LEGAL STRUCTURES OF BUSINESS

TOPICS COVERED:

- The Economic Basis of Business
 - Alternative Economic Systems
 - The American Enterprise System
 - Contemporary Business
- The Legal Structures of Business
 - Sole Proprietorships
 - Partnerships
 - Limited Partnership
 - The Corporation
 - Subchapter S Corporation
 - Limited-Liability Company
 - The Franchise
 - Other Types of Organizations

CHAPTER 2: MANAGEMENT AND ORGANIZATION

TOPICS COVERED:

- Management
 - Internal Organization
- Human Relations
 - Types of Psychological Needs
 - Management of Human Relations
 - The Role of Leadership in Human Relations
 - Organizations and Human Relations
- Labor Relations
 - History of the Labor Movement
 - Labor-Management Grievance Procedures
 - Current Labor-Management Problems

CHAPTER 3: PRODUCTION AND PURCHASING

TOPICS COVERED:

- Production and Manufacturing
 - Production Process
 - The Production Cycle
 - Agile Technology
- Purchasing
 - The Purchasing Function
 - Other Purchasing Policies
 - The Ethics of Purchasing
- Plant Location
 - Location of Manufacturing Facilities
 - Location of Retail Facilities

CHAPTER 4: INFORMATION TECHNOLOGY AND ACCOUNTING

TOPICS COVERED:

- Computer Hardware
 - Personal Devices
 - Servers
 - Mainframe Computers
 - Supercomputers
- Software
 - System Software
 - Application Software
 - Data
 - Procedures
 - Computer Technologies Available For Business
 - How to Manage Your Information Resources
 - The Role of information Technology (IT)
- Accounting
 - The Accounting Procedure
 - Interpreting Financial Statements

CHAPTER 5: BUSINESS STATISTICS, FINANCE AND MANAGERIAL CONTROL

TOPICS COVERED:

- Business Statistics
 - Collection of Data
 - Analysis, Summarization, and Measurement
 - Presentation of Statistical Data
 - Interpretation of Statistical Data
- Business Finance
 - Short-Term Financing
 - Long-Term Financing
- Managerial Control
 - Forecasting
 - Budgeting
 - Other Control Techniques

CHAPTER 6: FINANCIAL MARKETS

TOPICS COVERED:

- Financial Institutions
 - Specific Financial Institutions
 - Primary Market Activities
- The Financial Markets
 - The Stock Market
 - The Bond Market
 - The Commodities Market
 - Security Market Regulation

- Risk and Insurance
 - Life Insurance and Annuities
 - Casualty Insurance
 - Fire Insurance
 - Ocean and Inland Marine Insurance
 - Crime, Fidelity, and Surety Coverages

CHAPTER 7: MARKETING AND SALES

TOPICS COVERED:

- Marketing
 - Functions of Marketing
 - Pricing
 - The Channel of Distribution
- Marketing Channels
 - Wholesalers
 - Retailers
- Advertising and Sales Promotion
 - Commodity Advertising
- Sales Promotion
- Sales and Marketing Management
 - Sales
 - Sales and Marketing Management

CHAPTER 8: INTERNATIONAL BUSINESS, ETHICS AND THE GOVERNMENT

TOPICS COVERED:

- International Business
 - Obstacles to International Business and Trade
 - In Defense of Tariffs
 - Financing International Trade
- Ethics and Business Law
 - Business Law
 - Business Ethics
 - Accounting Scandals Bring about Guidelines and Legislation
- Government and Business
 - Federal Legislation
 - Other Governmental Influences
 - Government Services