

Provider:

Apex Learning

Course Code:

4518

Content Area:

CTE: Business, Marketing, Information Technology, Entrepreneurship

Course Delivery:

Online

Enrollment Type:

Continuous

Enrollment Deadline:

None

Course Description:

Introduction to Business provides the knowledge and skills students need for careers in business and marketing. Students begin exploring roles and functions that business and marketing play in a global society, develop an understanding of the market place, as well as understanding product placement and promotion. Students analyze the impact of government, legal systems, and organized labor on business; develop an understanding of business communications and management; and explore legal, ethical, and financial issues in business and marketing. Furthermore, students delve into basic economic concepts including personal finance, economic systems, cost-profit relationships, and economic indicators and trends. Using hands-on activities, students reinforce, apply and transfer academic knowledge and skills to a variety of interesting and relevant real-world inspired scenarios. This course focuses on developing knowledge and skills around marketing, pricing, distribution and management, while also focusing on economics and interpersonal skills. This course also addresses exploring career options in business and marketing as well as securing and keeping a job. Introduction to Business is a full-year Career and Technical course for programs of study in Business Administration and Management. This course is built to state and national standards.

Credit:

1

Credit Type:

High School

NCAA Approved:

No

Contact:

Rachel Preyss

(440) 590-6762

rachel.preyss@apexlearning.com

(link sends e-mail)

Cost:

\$300.00

Indiana Course Title:

Introduction to Business