



Principles of Business Management and Entrepreneurship

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Classroom: G104

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“You miss 100% of the
shots you don't take -
Wayne Gretzky.”

Michael Scott

In this class, we will examine:

- ✓ Ethical principles
- ✓ Foundational economic concepts
- ✓ The business environment
- ✓ Primary business activities:
 - Including strategic management, human resources management, marketing, customer relations, accounting, finance, operations, and information management.

In addition, students will generate new product/service ideas, explore career opportunities in business and entrepreneurship, assess their entrepreneurship potential, acquaint themselves with techniques for finding and getting a job, and further their research and business technology skills.