**INTRODUCTION TO BUSINESS**

Course Syllabus

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**Course Description**

Introduction to Business will introduce students to the exciting and challenging world of business. This class covers many of the fundamental concepts of business including economic choice, supply and demand, measures of business activity, and others. Students will also learn what it takes to do business from a small business standpoint as well as how to be successful in the global marketplace. The ultimate objective for this class is for students to be able to connect these concepts and skills to their everyday roles as a citizen, consumer, and worker.

**Critical Concepts**

* Supply and Demand
* Measures of Business Activity
* Social Responsibility
* Business Organizations
* Economic Choice
* Business Cycle
* Global Marketplace
* Ethics
* Free Enterprise System

**Additional Class Components**

--Economic Crisis introductory unit

--Wall Street Journal classroom edition

--Virtual Business Simulation

--Stock Market Simulation

--Global Business and Culminating Projects

**Grading Elements**

Projects—Global Business & Culminating Projects 25%

Stock Market Simulation/Economic Crisis unit 10%

Virtual Business Simulation 15%

Quizzes/Exams 15%

In-class Assignments 15%

Professionalism 20%