

**COURSE NUMBER:** 104  
**COURSE TITLE:** General Business  
**COURSE LENGTH:** Semester; one credit  
**PREREQUISITE:** none  
**GRADE LEVEL:** 9, 10, 11, OR 12

**COURSE DESCRIPTION:**

This is an elective course for any student entering the work force or planning a business degree in college. The course will be a general overview of business management, entrepreneurship, marketing, and consumer economics, i.e., banking, credit, investments, insurance, etc.

**COURSE RATIONALE:**

**METHOD OF INSTRUCTION:**

This class will be conducted on a lecture-discussion for introducing chapters and problems. Time will be spent on working problems and other activities.

**ASSESSMENT:**

Grades will be based on daily assignments, quizzes, tests, and projects.

**CRITICAL OBJECTIVES:**

1. describe the basic economic concepts and systems
2. describe the basic units of business ownership
3. understand how the interdependence of nations makes world trade necessary
4. preparation and understanding of marketing plans
5. describe the features of marketing concepts

