

# BA101Z

## Introduction to Business



### Course Description:

Presents an integrated view of both established and entrepreneurial businesses by studying their common characteristics and processes in a global context. Introduces theory and develops basic skills in the areas of accounting, finance, management, and marketing, with an emphasis on social responsibility and ethical practices. Explores how businesses can create value for themselves and society by addressing environmental and social challenges.

**Credits: 4**



### BUSINESS & HOSPITALITY PATHWAY

#### HOSPITALITY TRACK

- Hospitality & Tourism Management AAS Degree
- Event Management Certificate

#### OFFICE ADMINISTRATION & TECHNOLOGY TRACK

- Administrative Office Professional AAS Degree
- Event Management Certificate

**WANT MORE INFO ON THIS PATHWAY? CONTACT US AT**

**COLLEGECREDITNOW@CHEMEKETA.EDU**

**503.399.5239**



# BA101Z

## Introduction to Business



### Course Description:

Presents an integrated view of both established and entrepreneurial businesses by studying their common characteristics and processes in a global context. Introduces theory and develops basic skills in the areas of accounting, finance, management, and marketing, with an emphasis on social responsibility and ethical practices. Explores how businesses can create value for themselves and society by addressing environmental and social challenges.

**Credits:** 4



### BUSINESS & HOSPITALITY PATHWAY

#### ACCOUNTING TRACK

- Accounting AAS Degree
- Accounting Certificate

#### BUSINESS MANAGEMENT TRACK

- Business Management AAS Degree
- Entrepreneurship and Small Business Management Certificate
- Procurement and Supply Chain Management AAS
- Procurement Management Certificate
- Sustainability in Management Certificate

**WANT MORE INFO ON THIS PATHWAY? CONTACT US AT**

**COLLEGECREDITNOW@CHEMEKETA.EDU**

**503.399.5239**

