This course provides an important overview of business and the business world. The course focuses on introducing functional areas of business, the environment in which business operates, and contemporary issues and challenges facing business today.

**Prerequisites:** None  
**Credits:** 3

During this course, you will complete six objectives:

1. Understand a variety of contemporary business terms and their meanings.
2. Be familiar with the legal, social, economic, and entrepreneurial aspects of business and the business environment.
3. Gain basic knowledge in the functional areas of business including marketing and management.
4. Understand the role of business management and techniques for successful management.
5. Understand the importance of international business and gain a basic knowledge in international trade.
6. Understand the various forms of business organizations - sole proprietorships, partnerships, corporations, and cooperatives and how they operate.

**Students will be able to . . .**

Discuss the purpose of business and where it fits in the field of IT management and any industry career.

Identify careers and opportunities in selling.

Describe the functional areas of business and how they interrelate.

**Assessments**

Rubric-based assignments, projects, and/or exams.

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Explain the impact of legal, social, economic, and entrepreneurial aspects of business on the environment.

Explain the importance of international business.

Illustrate the various forms of business organizations - sole proprietorships, partnerships, corporations, and cooperatives - and describe how they operate.

Apply basic understanding of the ethical and legal issues in business to specific situations.

Rubric-based assignments, projects, and/or exams.

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Specific course faculty and materials will vary by quarter. Current information can be found on my.cwu.edu.

ITAM classes are often offered in online, hybrid or traditional formats. Visit my.cwu.edu for more details or contact our office at ITAMInfo@cwu.edu.

Academic Integrity is a standard set for this course. Students are expected to complete all of their coursework and assignments using their original words and ideas and will properly cite the words and ideas of others.

Students are also expected to be honest in their interactions with the instructor. A student found to have not upheld these expectations is subject to failing this course and shall be subject to disciplinary action or sanction. The University catalog defines the term “academic dishonesty” in all its forms including, but not limited to:

- cheating on tests;

University Policy on Special Needs

Course requirements will not be waived but reasonable accommodations will be developed to help you meet the requirements. You are expected to work with the instructor and the CWU Disability Support Specialist to develop and implement a reasonable Accommodation Plan. For more information please visit: www.cwu.edu/disability-support/
- copying from another student's test paper;
- using materials during a test not authorized by the person giving the test;
- collaboration with any other person during a test without authority;
- knowingly obtaining, using, buying, selling, transporting, or soliciting in whole or in part the contents of an un-administered test or information about an un-administered test; bribing any other person to obtain an un-administered test or information about an un-administered test; substitution for another student or permitting any other person to substitute for oneself to take a test; plagiarism” which shall mean the appropriation of any other person’s work and the unacknowledged incorporation of that work in one’s own work offered for credit;
- "Collusion" which shall mean the unauthorized collaboration with any other person in preparing work offered for credit.

The TurnItIn feature of Canvas helps students learn to use sources and citations appropriately. TurnItIn matches the material in student papers against material on the Internet and in our database of CWU papers. Representing the words or ideas of someone else as your own is a violation of the CWU Student Conduct Code and a serious infraction in this course. If you have questions about appropriate ways to include the words or ideas of other people in your papers, contact the instructor. Papers submitted to TurnItIn are added to the database of papers. Your instructor has the option of what papers and assignments may be submitted and/or randomly submitted to TurnItIn.

Central Washington University is a community of scholars and writers who are supported by the University Writing Center. Peer consultants guide students of all disciplines and all levels toward communication that will be effective in a global and diverse environment. Visit: [www.cwu.edu/learning-commons/university-writing-center](http://www.cwu.edu/learning-commons/university-writing-center) for more information.

**We are here to help!**

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