

uCertify

Course Outline

Introduction to Business



15 Mar 2026

1. Exercises, Quizzes, Flashcards & Glossary

Number of Questions

2. Expert Instructor-Led Training

3. ADA Compliant & JAWS Compatible Platform

4. State of the Art Educator Tools

5. Award Winning Learning Platform (LMS)

6. Chapter & Lessons

Syllabus

Chapter 1: Preface

Chapter 2: Understanding Economic Systems and Business

Chapter 3: Making Ethical Decisions and Managing a Socially Responsible Business

Chapter 4: Competing in the Global Marketplace

Chapter 5: Forms of Business Ownership

Chapter 6: Entrepreneurship: Starting and Managing Your Own Business

Chapter 7: Management and Leadership in Today's Organizations

Chapter 8: Designing Organizational Structures

Chapter 9: Managing Human Resources and Labor Relations

Chapter 10: Motivating Employees

Chapter 11: Achieving World-Class Operations Management

Chapter 12: Creating Products and Pricing Strategies to Meet Customers' Needs

Chapter 13: Distributing and Promoting Products and Services

Chapter 14: Using Technology to Manage Information

Chapter 15: Using Financial Information and Accounting

Chapter 16: Understanding Money and Financial Institutions

Chapter 17: Understanding Financial Management and Securities Markets

Chapter 18: Your Career in Business

Chapter 19: Appendix A Understanding the Legal and Tax Environment

Videos and How To

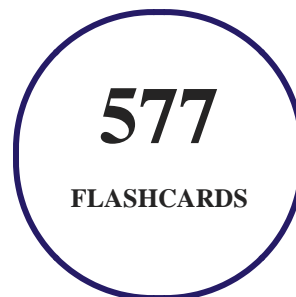
1. Quiz

Quizzes test your knowledge on the topics of the exam when you go through the course material. There is no limit to the number of times you can attempt it.



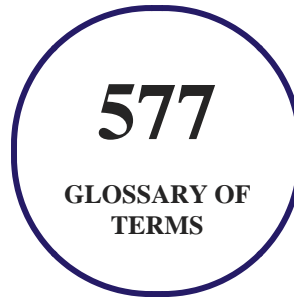
2. flashcards

Flashcards are effective memory-aiding tools that help you learn complex topics easily. The flashcard will help you in memorizing definitions, terminologies, key concepts, and more. There is no limit to the number of times learners can attempt these. Flashcards help master the key concepts.



3. Glossary of terms

uCertify provides detailed explanations of concepts relevant to the course through Glossary. It contains a list of frequently used terminologies along with its detailed explanation. Glossary defines the key terms.



4. **Expert Instructor-Led Training**

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

5. **ADA Compliant & JAWS Compatible Platform**

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

6. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

7. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**

1. Best Postsecondary Learning Solution

- **2015**

1. Best Education Solution
2. Best Virtual Learning Solution
3. Best Student Assessment Solution
4. Best Postsecondary Learning Solution
5. Best Career and Workforce Readiness Solution
6. Best Instructional Solution in Other Curriculum Areas
7. Best Corporate Learning/Workforce Development Solution

- **2016**

1. Best Virtual Learning Solution
2. Best Education Cloud-based Solution
3. Best College and Career Readiness Solution
4. Best Corporate / Workforce Learning Solution
5. Best Postsecondary Learning Content Solution

6. Best Postsecondary LMS or Learning Platform
7. Best Learning Relationship Management Solution

- **2017**

1. Best Overall Education Solution
2. Best Student Assessment Solution
3. Best Corporate/Workforce Learning Solution
4. Best Higher Education LMS or Learning Platform

- **2018**

1. Best Higher Education LMS or Learning Platform
2. Best Instructional Solution in Other Curriculum Areas
3. Best Learning Relationship Management Solution

- **2019**

1. Best Virtual Learning Solution
2. Best Content Authoring Development or Curation Solution
3. Best Higher Education Learning Management Solution (LMS)

- **2020**

1. Best College and Career Readiness Solution
2. Best Cross-Curricular Solution
3. Best Virtual Learning Solution

8. Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

Syllabus

Chapter 1: Preface

Chapter 2: Understanding Economic Systems and Business

- Introduction
- The Nature of Business
- Understanding the Business Environment
- How Business and Economics Work
- Macroeconomics: The Big Picture
- Achieving Macroeconomic Goals
- Microeconomics: Zeroing in on Businesses and Consumers
- Competing in a Free Market
- Trends in the Business Environment and Competition
- Summary of Learning Outcomes
- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Working the Net
- Critical Thinking Case

- Hot Links Address Book

Chapter 3: Making Ethical Decisions and Managing a Socially Responsible Business

- Introduction
- Understanding Business Ethics
- How Organizations Influence Ethical Conduct
- Managing a Socially Responsible Business
- Responsibilities to Stakeholders
- Trends in Ethics and Corporate Social Responsibility
- Summary of Learning Outcomes
- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Working the Net
- Critical Thinking Case
- Hot Links Address Book

Chapter 4: Competing in the Global Marketplace

- Introduction
- Global Trade in the United States

- Why Nations Trade
- Barriers to Trade
- Fostering Global Trade
- International Economic Communities
- Participating in the Global Marketplace
- Threats and Opportunities in the Global Marketplace
- The Impact of Multinational Corporations
- Trends in Global Competition
- Summary of Learning Outcomes
- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Working the Net
- Critical Thinking Case
- Hot Links Address Book

Chapter 5: Forms of Business Ownership

- Introduction
- Going It Alone: Sole Proprietorships
- Partnerships: Sharing the Load

- Corporations: Limiting Your Liability
- Specialized Forms of Business Organization
- Franchising: A Popular Trend
- Mergers and Acquisitions
- Trends in Business Ownership
- Summary of Learning Outcomes
- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Working the Net
- Critical Thinking Case
- Hot Links Address Book

Chapter 6: Entrepreneurship: Starting and Managing Your Own Business

- Introduction
- Entrepreneurship Today
- Characteristics of Successful Entrepreneurs
- Small Business: Driving America's Growth
- Ready, Set, Start Your Own Business

- Managing a Small Business
- Small Business, Large Impact
- The Small Business Administration
- Trends in Entrepreneurship and Small-Business Ownership
- Summary of Learning Outcomes
- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Working the Net
- Critical Thinking Case
- Hot Links Address Book

Chapter 7: Management and Leadership in Today's Organizations

- Introduction
- The Role of Management
- Planning
- Organizing
- Leading, Guiding, and Motivating Others
- Controlling
- Managerial Roles

- Managerial Skills
- Trends in Management and Leadership
- Summary of Learning Outcomes
- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Working the Net
- Critical Thinking Case
- Hot Links Address Book

Chapter 8: Designing Organizational Structures

- Introduction
- Building Organizational Structures
- Contemporary Structures
- Using Teams to Enhance Motivation and Performance
- Authority—Establishing Organizational Relationships
- Degree of Centralization
- Organizational Design Considerations
- The Informal Organization

- Trends in Organizational Structure
- Summary of Learning Outcomes
- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Working the Net
- Critical Thinking Case
- Hot Links Address Book

Chapter 9: Managing Human Resources and Labor Relations

- Introduction
- Achieving High Performance through Human Resources Management
- Employee Recruitment
- Employee Selection
- Employee Training and Development
- Performance Planning and Evaluation
- Employee Compensation and Benefits
- The Labor Relations Process
- Managing Grievances and Conflicts
- Legal Environment of Human Resources and Labor Relations

- Trends in Human Resource Management and Labor Relations
- Summary of Learning Outcomes
- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Working the Net
- Critical Thinking Case
- Hot Links Address Book

Chapter 10: Motivating Employees

- Introduction
- Early Theories of Motivation
- The Hawthorne Studies
- Maslow's Hierarchy of Needs
- McGregor's Theories X and Y
- Herzberg's Motivator-Hygiene Theory
- Contemporary Views on Motivation
- From Motivation Theory to Application
- Trends in Employee Motivation

- Summary of Learning Outcomes
- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Working the Net
- Critical Thinking Case
- Hot Links Address Book

Chapter 11: Achieving World-Class Operations Management

- Introduction
- Production and Operations Management—An Overview
- The Production Process: How Do We Make It?
- Location, Location, Location: Where Do We Make It?
- Pulling It Together: Resource Planning
- Production and Operations Control
- Looking for a Better Way: Improving Production and Operations
- Transforming the Factory Floor with Technology
- Trends in Production and Operations Management
- Summary of Learning Outcomes
- Preparing for Tomorrow's Workplace Skills

- Ethics Activity
- Working the Net
- Critical Thinking Case
- Hot Links Address Book

Chapter 12: Creating Products and Pricing Strategies to Meet Customers' Needs

- Introduction
- The Marketing Concept
- Creating a Marketing Strategy
- Developing a Marketing Mix
- Buyer Behavior
- Market Segmentation
- What Is a Product?
- Creating Products That Deliver Value
- The Product Life Cycle
- Pricing Strategies and Future Trends
- Trends in Developing Products and Pricing
- Summary of Learning Outcomes

- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Critical Thinking Case
- Hot Links Address Book

Chapter 13: Distributing and Promoting Products and Services

- Introduction
- The Nature and Functions of Distribution (Place)
- Wholesaling
- The Competitive World of Retailing
- Using Supply Chain Management to Increase Efficiency and Customer Satisfaction
- Promotion Strategy
- The Huge Impact of Advertising
- The Importance of Personal Selling
- Sales Promotion
- Public Relations Helps Build Goodwill
- Trends in Social Media
- Trends in E-Commerce
- Summary of Learning Outcomes

- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Working the Net
- Critical Thinking Case
- Hot Links Address Book

Chapter 14: Using Technology to Manage Information

- Introduction
- Transforming Businesses through Information
- Linking Up: Computer Networks
- Management Information Systems
- Technology Management and Planning
- Protecting Computers and Information
- Trends in Information Technology
- Summary of Learning Outcomes
- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Working the Net

- Critical Thinking Case
- Hot Links Address Book

Chapter 15: Using Financial Information and Accounting

- Introduction
- Accounting: More than Numbers
- The Accounting Profession
- Basic Accounting Procedures
- The Balance Sheet
- The Income Statement
- The Statement of Cash Flows
- Analyzing Financial Statements
- Trends in Accounting
- Summary of Learning Outcomes
- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Working the Net
- Critical Thinking Case
- Hot Links Address Book

Chapter 16: Understanding Money and Financial Institutions

- Introduction
- Show Me the Money
- The Federal Reserve System
- U.S. Financial Institutions
- Insuring Bank Deposits
- International Banking
- Trends in Financial Institutions
- Summary of Learning Outcomes
- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Working the Net
- Critical Thinking Case
- Hot Links Address Book

Chapter 17: Understanding Financial Management and Securities Markets

- Introduction
- The Role of Finance and the Financial Manager

- How Organizations Use Funds
- Obtaining Short-Term Financing
- Raising Long-Term Financing
- Equity Financing
- Securities Markets
- Buying and Selling at Securities Exchanges
- Trends in Financial Management and Securities Markets
- Summary of Learning Outcomes
- Preparing for Tomorrow's Workplace Skills
- Ethics Activity
- Working the Net
- Critical Thinking Case
- Hot Links Address Book

Chapter 18: Your Career in Business

- Introduction
- Learn the Basics of Business
- Developing Interpersonal Skills Is Key to Your Success

- Make Your Future Happen: Learn to Plan
- Going to College Is an Opportunity of a Lifetime—Never Drop Out
- Get Your Career Off on the Right Track
- Self-Test Scoring Guidelines

Chapter 19: Appendix A Understanding the Legal and Tax Environment

- Understanding the Legal Environment
- Contract Law
- Understanding the Tax Environment of Business

You can't stay away! Get

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