

# BUSINESS LESSONS

Our business curriculum is divided between three primary topics: Accounting, Management, and Marketing.

## Accounting Articles:

- Understanding the role of accountants in business and society
- Careers in the accounting profession
- Financial Analysis through key ratios
- GAAP – Financial Reporting
- GAAP – Asset Accounting
- GAAP – Liability Accounting
- GAAP – Accounting for Equity
- GAAP – Accounting Revenue and Expenses
- GAAP – Accounting Gains and Losses
- Payroll Best Practices

1 of 3) Which of the following is the easiest to calculate using information on the Balance Sheet?

- A. Current Ratio
- B. Interest Coverage
- C. Operating Margin
- D. Net Margin

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Next Question!

## Management Articles:

- Importance of Planning and Vision
- The Art of Business Organization
- Leading VS Directing
- Management Theories and How They Are Used
- Forms of Business Ownership
- Business Ethics Overview
- Social Responsibility In Management
- Human Resource Planning
- Competitive Advantage
- Short Term and Long Term Financing

## Marketing Articles:

- Foundations of Marketing
- Analyzing Consumer Behavior
- Working With Segments and Market Targets
- Ethics In Marketing
- Classifying Products and Services
- The Product Lifecycle
- How to determine price
- An Overview of Advertising
- Personal Selling
- Developing A Marketing Plan

