MTAHAN SUALLARI  
Fənn: Essentials of Business  
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1. Define the nature of business and identify its main goals and functions.  
   2. Describe the external environments of business and discuss how these environments affect the success or failure of any organization.  
   3. Describe the different types of global economic systems according to the means by which they control the factors of production.  
   4. Explain the importance of the economic environment to business and identify the factors used to evaluate the performance of an economic system.  
   5. Explain how individuals develop their personal codes of ethics and why ethics are important in the workplace.  
   6. Distinguish social responsibility from ethics, identify organizational stakeholders.  
   7. Describe how the concept of social responsibility applies both to environmental issues and to a firm’s relationships with customers, employees, and investors.  
   8. Identify four general approaches to social responsibility and note the role of social responsibility in small business.  
   9. Explain the role of government in social responsibility in terms of how governments and businesses influence each other.  
   10. Define small business, discuss its importance to economy, and explain popular areas of small business.  
   11. Explain entrepreneurship and describe some key characteristics of entrepreneurial personalities and activities.  
   12. Describe distinctive competence, the business plan, and the start-up decisions made by small businesses and identify sources of financial aid available to such enterprises.  
   13. Discuss the trends in small business start-ups and identify the main reasons for success and failure among small businesses.  
   14. Explain sole proprietorships, partnerships, and cooperatives and discuss the advantages and disadvantages of each.  
   15. Describe corporations, discuss their advantages and disadvantages, and identify different kinds of corporations; explain the basic issues involved in managing a corporation and discuss special issues related to corporate ownership.  
   16. Discuss the rise of international business and describe the major world marketplaces, trade agreements, and alliances.  
   17. Explain how differences in import-export balances, exchange rates, and foreign competition determine the ways in which countries and businesses respond to the international environment.  
   18. Explain the role and importance of the cultural environment in international business.  
   19. Describe some of the ways in which economic, legal, and political differences among nations affect international business.  
   20. Discribe the factors that influence firm’s organizational structure.  
   21. Explain specialization and departmentalization as two of the building blocks of organizational structure.  
   22. Describe centralization and decentralization, delegation, and authority as the key ingredients in establishing the decision-making hierarchy.  
   23. Describe the nature of management and identify the four basic functions that constitute the management process.  
   24. Identify different types of managers likely to be found in an organization by level and area.  
   25. Describe the basic roles and skills required of managers.  
   26. Describe the factors that influence a firm’s organizational structure  
   27. Explain specialization and departmentalization as two of the building blocks of organizational structure  
   28. Describe centralization and decentralization, delegation, and authority as the key ingredients in establishing the decision-making hierarchy.  
   29. Explain the differences among functional, divisional, matrix, and international organizational structures  
   30. Explain the meaning of the term production or operations.  
   31. Describe the three kinds of utility that operations processes provide for adding customer value.  
   32. Identify the major factors that are considered in operations planning.  
   33. Discuss the two key activities required for operations control.  
   34. Identify and discuss the basic forms of behaviors that employees exhibit in organizations.  
   35. Describe the nature and importance of individual differences among employees  
   36. Explain the meaning and importance of psychological contracts and the person-job fit in the workplace.  
   37. Describe some of the strategies and techniques used by organizations to improve employee motivation.  
   38. Define leadership and distinguish it from management.  
   39. Discuss the concept of situational approaches to leadership  
   40. Describe transformational perspectives on leadership.   
   41. Describe charismatic perspectives on leadership.   
   42. Describe strategic leadership, ethical leadership, and virtual leadership  
   43. Identify and discuss leadership substitutes and neutralizers.  
   44. Define human resource management and explain how managers plan for their organization’s human resource needs.  
   45. Identify the tasks in staffing a company   
   46. Describe how managers develop the workforce in their organization through training and performance appraisal  
   47. Discuss workforce diversity, the management of knowledge workers, and the use of a contingent workforce as important changes in the contemporary workplace  
   48. Explain why workers organize into labor unions.  
   49. Explain the concept of marketing and identify the five forces that constitute the external marketing environment.  
   50. Explain market segmentation and how it is used in target marketing

51. Explain the purpose of a marketing plan and identify thefour components of the marketing mix.  
52. Discuss the three categories of organizational markets.  
53. Explain the definition of a product as a value package and classify goods and services.  
54. Describe the key factors that influence the consumerbuying process  
55. Describe the key considerations in the new product development process, and explain the importance of branding and packaging.  
56. Discuss the marketing mix as it applies to international and small business  
57. Discuss the impacts information technology has had on the business world.  
58. Identify the IT resources businesses have at their disposal and how these resources are used.  
59. Describe the role of information systems, the different types of information systems, and how businesses use such systems.  
60. Identify the threats and risks information technology poses on businesses  
61. Describe the ways in which businesses protect themselves from the threats and risks information technology poses  
62. Explain the role of accountants and distinguish between the kinds of work done by public accountants, private accountants, management accountants, and forensic accountants  
63. Explain how the accounting equation is used.   
64. Describe the three basic financial statements and show how they reflect the activity and financial condition of a business.  
65. Explain the key standards and principles for reporting financial statements.  
66. Describe how computing financial ratios can help users get more information from financial statements to  
determine the financial strengths of a business.  
67. Discuss the role of ethics in accounting  
68. Describe the purpose of the International Accounting Standards Board and explain why it exists.  
69. Explain the concept of the time value of money and the principle of compound growth.   
70. Identify the investment opportunities offered by mutual funds and exchange-traded funds.  
71. Describe the role of securities markets and identify the major stock exchanges and stock markets.  
72. Describe the risk–return relationship and discuss the use of diversification and asset allocation for investments.   
73. Describe the various ways that firms raise capital and identify the pros and cons of each method.  
74. Identify the reasons a company might make an initial public offering of its stock and explain how stock value is determined  
75. Explain how securities markets are regulated.