

# PBUS 101 : Introduction to Business

This course provides students with the basic theoretical and practical skills needed to undertake business studies at the undergraduate level. It achieves this feat by introducing students to the contemporary business world, entrepreneurship, the business of managing, strategy, people in organizations, the principles of marketing, and accounting & finance. The course consists of textbook readings, lectures, interactive in-class discussions, and analyses of contemporary events relevant to business. Special attention is given to both the Saudi and U.S. business contexts.

**Credits 4**