

Business 1105  
Introduction to Business  
Unit 4 Learning Objectives

1. Examine how information can reduce risk when making a decision.
2. Discuss management's information requirements.
3. Outline the five functions of an information system.
4. Explain how different research methods can be used to obtain information.
5. Analyze how computers and technology change the way information is acquired, organized, and used.
6. Discuss how the Internet helps employees communicate, assists a firm's sales force, trains and recruits employees, and tracks employee expenses
7. Understand how software can be used to collect and distribute information.
8. Explain why accounting information and audited financial statements are important.
9. Identify the people who use accounting information and possible careers in the accounting industry.
10. Discuss the accounting process.
11. Read and interpret a balance sheet.
12. Read and interpret an income statement.
13. Describe business activities that affect a firm's cash flow.
14. Summarize how managers evaluate the financial health of a business.
15. Identify the functions and characteristics of money.
16. Summarize how the Federal Reserve System regulates the money supply.
17. Describe the organizations involved in the banking industry.
18. Identify the services provided by financial institutions.
19. Understand how financial institutions are changing to meet the needs of domestic and international customers.

20. Explain how deposit insurance protects customers.
21. Discuss the importance of credit and credit management.
22. Explain the need for financing and financial management in business.
23. Summarize the process of planning for financial management.
24. Describe the advantages and disadvantages of different methods of short-term debt financing.
25. Evaluate the advantages and disadvantages of equity financing.
26. Evaluate the advantages and disadvantages of long-term debt financing.
27. Explain why you should manage your personal finances and develop a personal investment program.
28. Describe how the factors of safety, risk, income, growth, and liquidity affect your investment decisions.
29. Understand how securities are bought and sold.
30. Identify the advantages and disadvantages of savings accounts, bonds, stocks, mutual funds, and real estate.
31. Describe high-risk investment techniques.
32. Use financial information to evaluate investment alternatives.