BA 1310 Principles of Business Decision Making (3 semester credit hours) An introduction to decision making in the private enterprise system with the aim of a better understanding of how people interact with businesses in their various roles - as consumers, employees, managers, and citizens, and examines how those interactions impact individuals and society. Key concepts are introduced through applications to all areas of business: from finance to understand the role of risk in investment decisions, from marketing to understand pricing and advertising strategies, from organizational behavior to understand employee management. (3-0) S