BA 1100 Business Basics (1 semester credit hour) This course is an introduction to the study of business, with exposure to each of the business disciplines. Students will be introduced to the functional areas of business, learn about social entrepreneurship, begin to plan their business careers, and present a simple business plan. Required and open only to all first time in college freshman Naveen Jindal School of Management majors. Corequisite: UNIV 1010. (1-1) S