

Outlier.org

Intro to Business

- ✓ 100% online accredited course
- ✓ Worth 3 transferable college credits
- ✓ All learning materials included
- ✓ Unprecedented high school success rates

Guided by one of Poets and Quants' "Best Business Professors Under 40," students develop fundamental business skills as they explore real-world examples. From landing a job to finance, management, marketing, and more, this course provides critical tools for you to work in business—or even launch your own!

TRANSCRIPTED BY:



University of
Pittsburgh

Outlier instructor:

Jim Mourey, Ph.D.

DEPAUL UNIVERSITY



What You'll Learn

This course covers all the essential business concepts and techniques needed for college credit and content mastery:

- Economic systems and market structures
- Marketing segmentation, targeting, and positioning
- Financing a business
- Organizational structures
- Employee motivation, rewards, and incentives
- Basic accounting and financial statements
- Operations and logistics
- Information systems and technology
- Business ethics
- Entrepreneurship



How It Works

Outlier Dual Enrollment transforms your high school classroom into a college lecture hall. You'll learn from the best—unlimited by geography, transportation, or logistics.

STUDENT EXPERIENCE:

- ✓ Interactive, mastery-based learning
- ✓ Cinematic lectures with top-rated instructors
- ✓ 5 hours/week between school and home
- ✓ Up to 5 attempts per quiz to maximize retention and retrieval



Let's Get Started

Outlier.org