**Introduction to Business**

**Go to the Advanced B website and download the “Intro to Business” textbook. Then answer the questions below.**

**Part 1. Look at the cover.**

|  |  |
| --- | --- |
| 1. What edition is this textbook? |  |
| 1. How many authors are there? |  |

**Part 2. Look at the short table of contents.**

|  |  |
| --- | --- |
| 1. In what chapters can you learn how to start a business? |  |
| 1. In what chapter can you learn about how to motivate employees? |  |
| 1. In what chapter can you learn about accounting and financial information? |  |

**Part 3. Look at the detailed table of contents.**

|  |  |
| --- | --- |
| 1. On what page can you learn about quality of life? |  |
| 1. On what pages can you learn about socialism? |  |

**Part 4. Scan and read through the unit.**

|  |  |
| --- | --- |
| 1. What are three examples of goods that are listed? |  |
| 1. What are three examples of service that are listed? |  |
| 1. What is the definition of business? |  |
| 1. Fill in the following formula: | Profit = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 1. What is a person called who starts their own business? |  |

Find the example of the hot dog cart.

|  |  |
| --- | --- |
| 1. How is profit different from the salary you get as a small owner? |  |
| 1. What are examples of expenses in the hot dog business? |  |
| 1. What could the owner do with the profit? |  |
| 1. Why might it be riskier to open a business in a downtown area than a suburban area? |  |

|  |  |
| --- | --- |
| 1. What is the largest private employer in the U.S. now? |  |
| 1. What is the phrase that means the amount of goods and services that people can buy with the money they have? |  |
| 1. Why do goods often cost more in one country than another country? |  |
| 1. What is the phrase that means the general well-being of a society? |  |
| 1. Give two examples of how stakeholders can into come into conflict. (You need to infer!) |  |
| 1. What are examples of nonprofit organizations? How is their purpose different from a regular business? |  |
| 1. Who is the example of social entrepreneur given in the text? What kind of business did he start? |  |