

# Business Administration Cluster

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## Chapter 1: Economics Introduction, Types of Businesses

- Read [Supply and Demand Intro](#)
- Read [Types of Economic Systems](#)
- Read [Types of Business Entities](#) and [Monopolies, Oligopolies, and Competition](#)
- Key concepts:
  - How does the principle of supply and demand affect what gets produced in a market economy?
  - What are the different types of businesses and economic systems? How is each type different?

## Chapter 2: Customer, Human Relations

- Read [Importance of Customer Experience](#)
- Read [Importance of Human Relations](#) and [Importance of Human Resources](#)
- Read [Objectives of Human Resources Theory](#)
- Key concepts:
  - How can a company benefit from keeping its employees happy?
  - How can a company benefit from keeping its customers happy?

## Chapter 3: Business Operations, Management

- Read [Business Operations](#) and [Business Efficiency](#)
- Watch [Motivation: Theories X & Y](#)
- Read [Motivation Theories & Employee Turnover](#)
- Watch [What Drives Motivation in the Modern Workplace?](#)
- Key concepts:
  - How does efficiency in business operations help increase profitability?
  - What are some regulations that business must comply with while trying to make a profit?

## Chapter 4: Business Ownership

- Read [Government Regulation of Business](#) and [Business Licenses and Permits](#)
- Watch [Top 5 Mistakes of Business Owners](#)
- Watch [How to Run a Successful Business \(Part 1\)](#) and [Part 2](#)
- Optional video: [15 Worst Business Decisions](#)
- Key concepts:
  - What are some regulations that business must comply with while trying to make a profit?
  - What are some steps a business owner can take to promote success?