

BUAD 266: SOCIAL TRENDS & IMPACT ON BUSINESS

Introduces students to the significance of sociocultural, political, and environmental trends and their impact on how business opportunities can grow or be hampered. Emphasizes a triple bottom line viewpoint while focusing on social trends such as the changing face of America, the Green movement, globalization, technology and communication upgrades, and changes in the workforce. Cross listed as INT 266.

Credits: 3

Department: [Business](#)