

**Course Title: MGT 101 Introduction To Business**

**Term: Summer 2023**

**Instructor: TBA**

**Course Credit: 3**

**Mode of Instruction: Online**

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**Course Description:**

This course introduces the functional areas of business management and how they interrelate to maximize wealth in a socially responsible way. The main function of modern management is to organize human and physical resources and direct them toward efficient performance and higher productivity at the minimum costs. Topics include the basic principles and practices of contemporary business, human resources management, production and operations management, marketing and financial management.

**Course Prerequisites:**

None

**Learning Outcomes:**

By the end of the course, the student should be able to:

- A. Identify and describe the basic concepts and principles of business
- B. Understand the need for management in business organizations, the role of management in developing an organizational structure;
- C. Describe the management role of acquiring and retaining human resources and creating a supportive work;
- D. Explain the marketing function and describe the concepts and processes involved in designing product strategy.

**Course Material:**

*Introduction to Business*, Betty J. Brown, John E. Clow, McGraw-Hill, 2008.

**Evaluation:**

- 2 Homework [20%]
- 2 Short Essays [30%]
- Mid-term Exam [20%]
- Final Exam [30%]

**Description of the Evaluation tasks:**

Assignment/ Essay/ ... : During the term, students will be required to finish several evaluation tasks within due date. All the tasks are linked with specific course topics/outcomes and will adequately assess students' competence and learning outcomes. Students are encouraged to meet with instructor about these tasks at any point.

Mid-term/ Final Exams/ Quiz/... : There may be periodic quizzes given at the beginning of lecture sessions; the feedback from these quizzes will monitor the progress of the learners and help to set learning priorities. There will be mid-term exam/ final exam for the course. They are the basic criteria for the evaluation of students' learning outcomes and final grade.

**Grading Policy:**

Students are supposed to finish each online lecture. Prior to each class, students should finish the required readings. During the class time, students are encouraged to make use of all relevant online course resources and communicate with the instructor. Students' grades are accumulated based on the cumulative evaluations.

Students' letter grade will be assigned according to the following scale:

A+ 90-100	A 85-89	A- 80-84
B+ 77-79	B 73-76	B- 70-72
C+ 67-69	C 63-66	C- 60-62
D+ 57-59	D 53-56	D- 50-52
F < 50		

### **Academic Integrity:**

Students must strictly adhere to the university's academic integrity rule; and all essays, exams and any other form of academic assignments must adhere to these rules. Any form of plagiarism, cheating, or misappropriation of materials will be considered a violation of academic integrity and will be punishable by the university.

### **Withdrawal from the Course(s):**

Students will be able to apply for a transfer or withdrawal within 3 days of the starting date of the course. If a withdrawal is applied for within 3 working days, the tuition fee will be fully refunded. After 3 days, the tuition fee will not be refunded. If a withdrawal is applied for in the first two weeks, it will be recorded as W (Withdraw) on the course transcript. After this initial two-week period, the class will be recorded as F (Fail).

### **Tentative Schedule:**

1	Understanding Economic Systems and Business
2	The nature of Business Understanding the Business Environment
3	Competing in a Free Market Trends in the Business Environment and Competition
4	Making Ethical Decisions and Managing a Socially Responsible Business <b>Homework 1</b>

5	Competing in a Global Marketplace
6	Barriers to Trade Fostering Global Trade
7	Forms of Business Ownership Entrepreneurship: Starting and Managing Your Own Business
8	Characteristics of Successful Entrepreneurs Managing a Small Business
9	Management and Leadership in Today's Organizations
10	The Role of Management Planning, Organizing and Controlling
11	Designing Organizational Structures <b>Short Essay 1</b>
12	Managing Human Resources and Labor Relations
13	<b>Mid-term Exam</b>
14	Employee Recruitment and Selection Employee Training and Development Performance Planning and Evaluation
15	Employee Compensation and Benefits The Labor Relations Process
16	Achieving World-Class Operations Management Production and Operations Management - An Overview The Production Process
17	Production and Operations Control Looking for a Better Way: Improving Production and Operations <b>Homework 2</b>
18	Creating Products and Pricing Strategies to Meet Customers' Needs
19	The Marketing Concepts Creating a Marketing Strategy Market Segmentation
20	Distributing and Promoting Products and Services
21	Using Technology to Management Information Management Information Systems
22	Using Financial Information and Accounting Using Money and Financial Institutions
23	Understanding Financial Management and Securities Markets Obtaining Short-Term Financing Raising Long-Term Financing

24	Your Career in Business <b>Short Essay 2</b>
25	<b>Final Exam</b>