



Course Descriptor
MNGT101 INTRODUCTION TO BUSINESS

Proposed Academic Year	2020/21	Last Reviewed Academic Year	2019/20
Course Code	MNGT101	Course Title	Introduction To Business – Year One
Credit hours	3	Level of study	Undergraduate
College / Centre	COBA	Department	Management
Co-requisites	None	Pre-requisites	None

1. COURSE OUTLINE

An introduction to business is necessary to ensure students understand what businesses are, why they exist, and what makes some businesses more successful than others. This means students will learn a about a variety of areas including business trends, business ownership, business management, management of human resources, marketing, and managing financial resources. The focus of instruction will move progressively through these areas delving into the multifaceted complexities involved in developing a business, entrepreneurial aspirations, and from the employee or workers point of view. In this way, the student gains a deeper insight into the intricacies of real businesses and the successful business practices used today.

2. AIMS

The major objective of this course is to provide students with a better understanding of what business really means and the intricacies of operating a business in today's global world. The hope is that students will learn effective business practices that will enable them to traverse more easily through the business challenges they will face in the years to come. The specific learning objectives for this course are as follows:

1. To provide a basic knowledge of main ideas and key theories relating to business.
2. To develop an understanding of these and of related ideas and concepts.
3. To develop skills in forming a business, in doing business globally, in managing and leading a business, and in the ethical process of managing employees, customers, and other essential stakeholders and stockholders.
4. To develop an interest in, an appreciation of, and a positive attitude toward the many aspects of the subject matter of business.

3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS (Indicative)

Learning Outcomes (Definitive)	Teaching and Learning methods (Indicative)	Assessment (Indicative)
Upon successful completion of this course, students will be able to:		
1. Introduce the basic concepts of business and business practices including trends, ownership, value and the customer, human resources, marketing, and financial concerns.	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation
2. Explain the interrelatedness between best business practices and the economic, social, and political environment.	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation



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3. Apply concepts and ideas in the development of business interests from an owner's perspective and from an employee's point of view.	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation
4. Critically analyze effective management and leadership skill sets beyond the human resource department perspective to gain insight into desirable employee/employer behaviors.	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation
5. Work and learn independently, exercise initiative and take personal responsibility for their own work, and operate effectively within a team environment demonstrating team building and management skills.	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Projects + Presentations + Participation + Final Examination

4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Mid-term Examination - 1	25
Mid-term Presentation - 2	25
Class Activity (Participation/ Case Discussion/ Presentation/ Quiz)	10
Final Examination	40
TOTAL	100%

5. ACHIEVING A PASS

The student will achieve pass by accumulating 50% of the course total allocated marks.

Letter grade distribution is as follows:

Grading system

GRADE	VALUE	GRADE
A	4.0	95-100
A-	3.7	90-94
B+	3.3	85-89
B	3.0	80-84
B-	2.7	75-79
C+	2.3	70-74
C	2.0	65-69
C-	1.7	60-64
D+	1.3	55-59
D	1.0	50-54
F	0.0	0-49



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6. COURSE CONTENT (indicative)		
WEEK	LECTURE TOPIC	TIME (HOURS)
1	Introduction To Business: Understanding Business	3
2	Business Trends: Taking Risks and Making Profits Within the Dynamic Business Environment	3
3	Understanding Economics and How It Affects Business	3
4	Doing Business in Global Markets	3
5	Management And Leadership	3
6	Exam 1	3
7	Motivating Employees	3
8	Entrepreneurship	3
9	organizations	3
10	Human Resource Management	3
11	Marketing	3
12	Developing And Pricing Goods And Services	3
13	EXAM 2: Case Presentations & Discussions	3
14	Distributing Products	3
15	Promotions	3
16	Demanding Ethical and Socially Responsible Behavior	3
	FINAL EXAM WEEK	3
	TOTAL HOURS	48
1 - 16	PLUS RECOMMENDED INDEPENDENT STUDY HOURS	48
	TOTAL COURSE HOURS	96

7. RECOMMENDED READING

Core text/s:

Nickels, W.G. (2018), Understanding Business, McGraw-Hill Higher Education - VST E+p, available at: <https://books.google.com.om/books?id=O8wZwAEACAAJ>.



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Library + online resources:

Reece, M., Koffel, L., Talsma, B. and Hyatt, J.C. (2018), *Introduction to Business*, OpenStax College, Rice University.

Open Educational Resources:

<https://www.coursera.org/browse/business/business-essentials>

<https://www.sba.gov/learning-center>