

## Introduction to Business

<b>Course Title</b>	Introduction to Business		
<b>Course Code</b>	BUS100	<b>Course Type</b>	Core Foundation
<b>Credit</b>	3	<b>Contact Hours</b>	45
<b>Prerequisites</b>	None	<b>Co-Requisites</b>	None
<b>Duration</b>	15 weeks	<b>Class Type</b>	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	25	1. Knowledge of various forms of business and business ownership;
2. Asian Expertise	25	2. Knowledge of the type and role of functions in a business enterprise;
3. Creative Management Mind	25	3. Knowledge of the role of environment in business;
4. Cross Cultural Communication	12	4. An appreciation for the importance of ethics and social responsibility for business;
5. Social Responsibility	13	5. Knowledge of variations in business forms and conduct of business in the Asian context;
		6. Practical application of concepts to conduct a virtual business through a simulation;
		7. Development of teamwork skills, and;
		8. Development of creative thinking for problem solving and decision making in practical situations

### Course Description

In this course, students will be introduced to the fundamentals of business principles and concepts with reference to the global environment as well as the Asian context. Students will learn the basics of what a business is, how it operates and how it is managed. The course will clarify the various forms of business and business ownership, the role of various functions such as marketing, finance, accounting and production in business operations, and how the external environment impacts the conduct of business. Students will also be exposed to practical elements of some business functions, including branding and entrepreneurship. This course is intended to provide the basic preparation for higher level functional courses

### Learning and Teaching Structure

The Course will be taught as a mixture of lectures, exercises, case studies and a simulation. Central concepts will be introduced via classroom lectures, discussions and exercises. Case studies will support central concepts. Students are expected to be prepared for the class by reading the textbook material, cases for discussion and other material BEFORE coming to class.

An important part of this course is business simulation that will allow students to set up and run a virtual business of their own through the semester. This simulation will help students to learn the subject in a practical fashion. The simulation is the capstone of the course, occurring in the last part of the semester. All elements of what you learn are required to successfully complete this.

Students need to prepare for the case analysis and not just read the case. Students have to read the conceptual material from the textbook and notes for the day before coming to class. The class is conducted assuming you have read all material in advance. Those that fail to do so will be at a substantial disadvantage

Assessment	%	Text and Materials
Class Contribution & Attendance	20	Title: Business Essentials
Module Assessments	60	Edition: 9th edition
Simulation	20	Author(s): William Ronald J. Ebert & Ricky W. Griffin
		Publisher: Pearson
		ISBN-10: 0138021619, ISBN-13: 9780138021610

### Course content by Week

1	Syllabus overview (lesson 1), The Contemporary Business World
2-4	The Business of Managing
5-7	People in Organizations
8	Midterm Examination
9-11	Principles of Marketing, Assignment 1 Marketing video
12	Final Examination
13-15	Entrepreneur Simulation, Linking Lecture