

BUSN 101 Introduction to Business

This course introduces the fundamental principles of business organization, ownership, operation, and control. It demonstrates an understanding of the business language and theory of today's organizations in terms of surviving in the economic systems. This course will help students to demonstrate the ability to express business ideas and plans in writing, ability to make effective oral business presentations, ability to work in teams, and develop effective communication skills to thrive in today's market dynamics. *(Prerequisite: None)*

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate detailed knowledge about the main theories, principles, and ethical concepts of business organization, ownership, and control.
2. Identify and explain the primary functional areas within a business and apply detailed analysis to examine the influence of environmental and other external factors on doing a business
3. Choose the most appropriate type of business enterprise by using and analyzing information about existing circumstances
4. Demonstrate clear oral and written communication skills to convey an understanding of business-related themes
5. Operate with the accountability of individuals and teamwork to achieve a business-related project.

Text Book & Course Materials:

- Ebert, R. J., & Griffin, R. W. (2018). Introduction to Business. Pearson.

Course Content:

1. Business Basics
2. Ethics in Business
3. Business in a Global Economy
4. Forms of Business Ownership
5. Online Business and Technology
6. Production, Operations, and Supply Chain Management
7. Marketing and Consumer Behaviour
8. Promotion and Distribution
9. Financing and Accounting for Business Operations