

Course Title	Introduction to Business				
Course Code	BUD100				
Course Type	Compulsory				
Level	Bachelor (1 <sup>st</sup> Cycle)				
Year / Semester	1 <sup>st</sup> Year/1 <sup>st</sup> Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	Up to 6 teleconferences	Laboratories / week	None
Course Purpose and Objectives	Introduction to business explores the nature of the free enterprise system and the business organization in its new globalized setting. The main aim of the course is to give the student a broad overview of the fundamental principles of business which includes the forms of business ownership, issues of management and leadership, employee motivation, human relations and the marketing process. Designed mainly to support students select their field of business specialization.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe the fundamental principles of business organization, and the ethical principles that need to be applied in the business environment.</li> <li>• Describe what is entrepreneurship and small business through real cases</li> <li>• Explain the issues involved in conducting global trade thought financial cases and reports.</li> <li>• Illustrate through examples the forms of business and discuss the advantages and disadvantages of the different forms of business</li> <li>• Explain the principals involved in Management, Leadership, Marketing and Human Resource Management by getting students involved in discussions and assignments.</li> <li>• Report and analyze the influence of the social and environmental factors in doing business thought discussions and field visits.</li> </ul>				
Prerequisites	None		Co-requisites	None	

<p>Course Content</p>	<p><b>Fundamental Principles of Business:</b> Principles of business and economics; the private enterprise system; current problems in the business system; the business environment; business and social responsibility; economic forces affecting business and the role of the government.</p> <p><b>Forms of Business Enterprise: and Starting a Small Business:</b> Business ownership forms; the sole proprietorship; the partnership; joint ventures; corporations; small business; franchising; merges and acquisitions.</p> <p><b>Global Business and Globalization:</b> The business environment; economics of international trade and investment; the balance of international business; financing international business; regulations and barriers to world trade.</p> <p><b>Foundations of Management and Managing Financial Resources:</b> General business Management; historical background of management; schools of management through the management process and role; the functions of Management; managerial decision making.</p> <p><b>Business Organization:</b> Defining Organization; formal and informal organizations; organizational forms and organizational charts.</p> <p><b>Production of Goods and Services:</b> The manufacturing process; productivity in industry; research and development; inventory control; quality and production control and design of production systems; Production and operations Management.</p> <p><b>Human Relations and Employee Motivation:</b> Human resource management; duties and responsibilities of the personnel department; staffing; training and development; human relations and the employment status; employee Motivation</p> <p><b>Marketing; Pricing; Distribution and Promotion:</b> The marketing process; the consumer and the market; the marketing functions; management's role in marketing; market research; the product; price and pricing objectives; types of promotion; channels of distribution and methods of pricing</p> <p><b>Using Technology to Manage Information and Business:</b> Information management and computers; data processing; computer hardware and software and business applications for computers, Internet and Social Media.</p> <p><b>Recent developments</b> and contemporary issues pertaining to the subject-matter of the course.</p>
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Teaching Methodology	E - Learning						
Bibliography	<p><b>Recommended</b> Nickels W., McHugh J., McHugh S., <b>Understanding Business</b>, 12<sup>th</sup> Edition, McGraw-Hill</p> <p><b>Other Readings</b> Ferrell O. C. , Hirt G., Ferrell L., <b>Business Foundations: A Changing World</b> , 12<sup>th</sup> Edition McGraw-Hill</p> <p>Broxholm T., <b>Introduction to Business</b> 1<sup>st</sup> Edition, McGraw-Hill</p> <p>Pride W., M.; Hughes R., J., Kapoor J., R., <b>Foundations of Business</b>, 4th Edition McGraw-Hill</p>						
Assessment	<table border="1"> <tr> <td>Final Examinations</td> <td>50%</td> </tr> <tr> <td>Assignments/On-going evaluation</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Final Examinations	50%	Assignments/On-going evaluation	50%		100%
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Assignments/On-going evaluation	50%						
	100%						
Language	English						