

Course: Introduction to Business						
module/course code IAB62006		Student workload X hours 510 Minutes / Week	Credits (ECTS) 4.53 ECTS	Semester 1	Frequency Odd Semester	Duration X semester(s) 1x / Semester
		Types of Tutorial/Lecture/Response	Contact hours : 150 Minutes / Week		Independent study 360 Minutes / Week	Class size X students 30 students
1	Prerequisites for participation (if applicable) -					
2	Learning outcomes 1. Understanding the company's external environment that has an impact on business operations 2. Able to internalize entrepreneurial attitude 3. Identify opportunities and threats of globalization in business					
3	Description: This course explains general business concepts consisting of basic principles and contemporary business practices. In addition, this course addresses issues relevant to the business environment, business ownership, entrepreneurship, corporate governance, marketing and finance. After taking this course, students are expected to be able to explain their understanding of business concepts as a basis for further study of business subjects.					
4	Subject aims/Content 1. Risk and financial analysis in running a business 2. Understand the economic environment and its impact on business operations 3. Running a business in the global era 4. Consideration of ethics and social responsibility in managing the company 5. Entrepreneurship and startup 6. Leadership in business management 7. Company operations management 8. Motivation at work 9. HRM 10. Marketing 11. Product Distribution 12. Promotion Strategy 13. Accounting and finance 14. Business and Social Entrepreneurship					
5	Teaching methods 1. Lectures 2. Discussions 3. Group Works					
6	Assessment methods					

	<ol style="list-style-type: none"> 1. Task, 2. Mid-Term Exam 3. Final-Term Exam, 4. Quiz
7	<p>Other information e.g. bibliographical references</p> <ol style="list-style-type: none"> 1. William, G.N., 2018. Understanding Business. McGraw-Hill Education. 2. Jones, G.R., 2007. Introduction to business: How companies create value for people. Irwin/McGraw-Hill. Madura, J., 2001, Introduction to Business , Thomson Learning, Canada.