

Name: Introduction to Business					
module/course code: IAB60001	Student workload: 510 Minutes/Week	Credits (ECTS): 4.53 ECTS	Semester 2	Frequency Even Semester	Duration 1x / Semester
Types of courses: Tutorial/Lecture/Response		Contact hours: 150 minutes/week	Independent study 360 minutes/week	Class size X students: 30 Students	
1	Prerequisites for participation -				
2	<p>Learning outcomes</p> <ol style="list-style-type: none"> 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	<p>Description</p> <p>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.</p>				
4	<p>Teaching methods:</p> <ol style="list-style-type: none"> 1. Lectures 2. Discussions 3. Group Works 				
5	<p>Assessment methods:</p> <ol style="list-style-type: none"> 1. Task 2. Mid-Term Exam 3. Final-Term Exam 4. Quiz 				
6	<p>Other information e.g. bibliographical references:</p> <ol style="list-style-type: none"> 1. Ferrell, O. C., Hirt, G., & Ferrell, L. (2018). <i>Business: A Changing World</i> (11th Edition). New York: McGraw-Hill Education. 2. Nickels, W. G., McHugh, J. M., & McHugh, S. M. (2019). <i>Understanding Business</i> (12th Edition). New York: McGraw-Hill Education. 3. Pride, W. M., Hughes, R. J., & Kapoor, J. R. (2019). <i>Business</i> (13th Edition). Boston: Cengage Learning. 4. Boone, L. E., & Kurtz, D. L. (2016). <i>Contemporary Business</i> (16th Edition). Hoboken: Wiley. 5. Ebert, R. J., & Griffin, R. W. (2016). <i>Business Essentials</i> (11th Edition). Upper Saddle River: Pearson. 6. William, G.N., 2018. <i>Understanding Business</i>. McGraw-Hill Education. 7. Jones, G.R., 2007. <i>Introduction to business: How companies create value for people</i>. 8. Irwin/McGraw-Hill. Madura, J., 2001, <i>Introduction to Business</i> , Thomson Learning, Canada. 				

