

Module Specification

1. Factual information			
Module title	BUS110: Introduction to Business	Level	4
Module tutor	TBA	Credit value	30 Pts
Module type	Taught	Notional learning hours	2 hours lecture and 1 office-hour weekly

Notional learning hours are proportional to previous credit weight (16cr = 60 and 8cr = 30) – unless we find another ratio.

2. Rationale for the module and its links with other modules
<p>“Introduction to Business” is an introductory course, which surveys the role of business in society. At its simplest level, business is the exchange of goods and services for mutual benefit or profit. Students will be exposed to a wide variety of topics including the terms, trends, organizational structure and opportunities inherent in this exchange, the course introduces the student to the contemporary business world, the business of managing, people in organizations, the principles of marketing, managing information, and financial issues.</p>

3. Aims of the module
<p>The primary objective is to give the student an understanding of basic business principles. Global business, entrepreneurship, management, marketing, information technology, and financial management will be discussed. Another purpose of this course is to build a foundation of knowledge on the different theoretical approaches to management and decision making • develop analytical skills to identify the links between the functional areas in management, organisations, management practices and the business environment.</p> <p>Learning Objectives: Upon completion of the course students will have a firm understanding of the following business topics:</p> <ul style="list-style-type: none"> • The relationship between business and society in a free market economy • Common forms of business ownership • Business ethics and social responsibility

3. Aims of the module

- International business and the global economy
- Fundamentals of business management
- Business organization and structure
- Human resources, motivation and productivity
- Marketing, accounting, finance, operations management and other business specialties

4. Pre-requisite modules or specified entry requirements

EL111

5. Intended learning outcomes	
A. Knowledge and understanding	Learning and teaching strategy
<p><i>At the end of the module, learners will be expected to:</i></p> <p>A1: Identify business functions</p> <p>A2: Recognize different business models and forms</p> <p>A3: Acquire knowledge of business ethics and social responsibility</p> <p>A4: Be aquatinted with the fundamentals of management.</p>	<p>TMA's and other assessments will be used to provide the opportunities for acquiring the knowledge and understanding of concepts and theories in-use by the module.</p> <p>In-class activities and quizzes will also offer other means for recognizing and identifying as well as testing the knowledge and understanding of concepts.</p> <p>All assessment methods will aid students in both building and demonstrating their understanding and knowledge of the business topics focused on.</p>

B. Cognitive skills	Learning and teaching strategy
<p>At the end of the module learners will be expected to:</p> <p>B1: Differentiate between business structures and business forms.</p> <p>B2: Examine different models and theories and its effect in business life.</p> <p>B3: analysing and evaluating different perspectives, identifying biases and hidden assumptions in different models and forms of businesses.</p>	<p>In-class activities and tutoring will assist in giving the chance for students to acquire the cognitive skills needed to examine the effect and use of different concept, models, and business tools on businesses.</p> <p>In-class presentation will build communication skills in presenting ideas and demonstrate abilities and capacities that students encompass.</p>

C. Practical and professional skills	Learning and teaching strategy
<p><i>At the end of the module, learners will be expected to:</i></p> <p>C1: Analyse different business-related situations and forms.</p> <p>C2: Deduce problems and solutions and its pathways</p>	<p>TMA's and other activities will entail reflection on business concepts to help students to demonstrate their analytical abilities and practical skills that will be essential in real life business situations in their future.</p>

D Key transferable skills	Learning and teaching strategy
<p><i>At the end of the module, learners will be expected to:</i></p> <p>D1: Read financial and business related reports</p> <p>D2: Communicate knowledge and understanding of business issues to different stakeholders.</p> <p>D3: Analyse situations in an academic manner.</p>	<p>Different assessments will demonstrate level of skill achieved.</p> <p>TMA's, in-class activities, presentations, quizzes and mid-term and final exams.</p>

6. Indicative content.

As the Brief Table of Contents shows, we offer a consensus of the 17 core coverage chapters most instructors assign as the foundation of the course. These are the chapters that typically comprise the foundation of the course.

Part 1: Today's Business Environment

Chapter 1: Starting Out

Chapter 2: Ethics & Social Responsibility

Chapter 3: Economics

Chapter 4: Globalization

Part 2: Starting & Growing a Successful Business

Chapter 5: Forms of Ownership

Chapter 6: The Entrepreneurial Spirit

Part 3: Management: Achieving Superior Results in the Workplace

Chapter 7: Management & Leadership

Chapter 8: The Effective Organization

Chapter 9: Operations Management

Chapter 10: Motivating Employees

Chapter 11: Human Resource Management

Part 4: Marketing

Chapter 12: Marketing

Chapter 13: Product & Pricing Strategies

Chapter 14: Distribution & Promotion Strategies

6. Indicative content.

Part 5: Financial Resources

Chapter 15: Accounting & Finance

Chapter 16: Financial Management

Chapter 17: Securities Markets

7. Assessment strategy, assessment methods and their relative weightings

TMA, In-class activities and quizzes will assess the students' ability and understanding of the course materials provided in the class room as well as to test his/her reflection and critical thinking.

One 2-hour Mid-Term Assessment (MTA)

One 3-hour **FINAL EXAM** at the end of the course.

The balance between components of assessment is shown in the following table:

Components	Form of Assessment & Marks		%
CONTINUOUS ASSESSMENTS	In-Class Presentation/Paper	10	50%
	Quiz	10	
	MTA	30	
FINAL ASSESSMENT	Final Exam	50	50%
GRAND TOTAL		100	100%

8. Mapping of assessment tasks to learning outcomes												
Assessment tasks	Learning outcomes											
	A1	A2	A3	A4	B1	B2	B3	C1	C2	D1	D2	D3
In-class Presentation/paper		X		X	X	X		X			X	
Quiz	X	X		X	X		X	X				X
MTA	X	X	X		X	X	X	X	X	X		X
Final Exam	X	X	X		X	X	X	X	X	X		X

9. Teaching staff associated with the module	
Tutor's name and contact details	Contact hours
TBA	TBA

10. Key reading list				
Author	Year	Title	Publisher	Location
Brian K. Williams, Stacey C. Sawyer, Susan Berston	2013	Business: A Practical Introduction	Pearson	International

11. Other indicative text (e.g. websites)
<p>Online Support Materials: Your tutor will facilitate your tutorial group, through formal face-to-face or electronic collaboration, and informally in the tutorial group. The main body of the course is paper-based, presented as text, as well as the Course File which contains the supplementary material and a set book. There will also be use of PPT which is prepared for the use of all candidates via Moodle, where students will access important materials, an on-line version of the Course File, and PDFs of the course texts and set book. This will allow flexibility of use of the material as well as give students access to web links relevant to their study, discussion with other students and their tutor. Moreover; Students may also seek the following websites. Open University UK: http://www.open.ac.uk/ , Arab Open University: http://www.arabou.edu.kw</p>

