

# Introduction to Business

## Code: ADMN 211

**Course Name:** Introduction to Business

**Course Type:** Core

**Pre-Requisite:**

Concentration

**Course Level:**

<b>Year 1:</b>	<input type="checkbox"/>	<b>Semester 1</b>	<input type="checkbox"/>	<b>Semester 2</b>	<input type="checkbox"/>	<b>Summer Semester</b>
<b>Year 2:</b>	<input type="checkbox"/>	<b>Semester 1</b>	<input type="checkbox"/>	<b>Semester 2</b>	<input type="checkbox"/>	<b>Summer Semester</b>
<b>Year 3:</b>	<input type="checkbox"/>	<b>Semester 1</b>	<input type="checkbox"/>	<b>Semester 2</b>	<input type="checkbox"/>	<b>Summer Semester</b>
<b>Year 4:</b>	<input type="checkbox"/>	<b>Semester 1</b>	<input type="checkbox"/>	<b>Semester 2</b>	<input type="checkbox"/>	<b>Summer Semester</b>

### **Course Description:**

This course provides a proper understanding about the basic aspects of business. It seeks to acquaint the students about the conceptual issues involved in Business.

### **Objectives:**

- To acquaint the students with the dynamic nature and interdependent aspects of Business.
- To develop analytical skills among the students to prepare them to pursue suitable careers.

### **Learning Outcomes:**

After going through this course, the students are expected to develop a better understanding, skills and knowledge in the field of Business.

### **Skills to be developed throughout the Course:**

Students will develop their analytical and oral communication skills via case study work carried out in seminar sessions. Information technology and written communication skills will be developed when completing the written assignment which will also test student's creative skills and their abilities to present theoretical information in practical situations.

Students are encouraged to make use of IT facilities particularly web sites to support research and reading.

## **Learning Resources:**

### **1. Text Books**

<b><u>Author</u></b>	<b><u>Title</u></b>	<b><u>Publisher</u></b>	<b><u>Year</u></b>
NICKELS	Understanding Business	McGraw Hill Publication UK ISBN: 9780071101363	2008
DIAS	Introduction to Business	McGraw Hill Publication UK ISBN: 9780071287852	2008
Wheeler B.O.	Business- An Introductory Analysis	Prentice Hall Publication	2008

### **2. e- Library Reserves**

- <http://www.emeraldinsight.com/insight>
- [http://www.en.wikipedia/wiki/listof\\_management\\_topics](http://www.en.wikipedia/wiki/listof_management_topics)

### **3. Internet**

- Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily.
- Courseware: Specific research support resources and documents, selectively posted to complement and build upon materials available in proctor's methodological text. Such documentation will typically be posted regularly.
- [www.decailibrary.org](http://www.decailibrary.org)
- [www.ipl.org](http://www.ipl.org)
- [www.lisa.lsbu.ac.uk](http://www.lisa.lsbu.ac.uk)

### **4. Journals**

- Journal of Business
- Harvard Business Review
- European Management Journal
- Asia Pacific Business Review

**Delivery and Teaching Strategy:** (Lecture, Online, Physical, blended, self directed through CD, web based courses and DVD)

**Methods of Instruction:** It would be based on Lecture, demonstration and assignment review. Questions are encouraged and participation is expected.

### **Assessment Strategy:**

- a. First Mid Term Exam: 20 Marks to be held on.....Day,.....Month, 20..
- b. Second Mid Term Exam: 20 Marks to be held on.....Day,.....Month, 20..
- c. Attendance, Participation & Assignment: 10 Marks
- d. Final Exam: 50 Marks
- e. Total: 100 Marks

**Syllabus Change Policy:** This syllabus is a guide for the course and is subject to Change with advanced notice.

## **Course Contents:**

<b>UNIT -1 Introduction to Business:</b> Introduction, Nature and Purpose
<b>UNIT -2 Classification of Business:</b> Business, Profession and Employment Distinctive Features, Classification of Business Activities-Industry and Commerce.
<b>UNIT -3 Forms of Business Organizations:</b> Sole Proprietorship, Partnership and Company
<b>UNIT -4 Social Responsibilities &amp; Business Ethics:</b> Social Responsibilities & Business Ethics