



Course Specifications

Course Title:	Introduction to Business
Course Code:	MGT201
Program:	Bachelor of Science and Business Administration (BSBA)- Management
Department:	Management
College:	College of Business Administration , Alkharj
Institution:	Prince Sattam Bin Abdulaziz University

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A. Course Identification

1. Credit hours: 4
2. Course type
a. University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 1 st Year
4. Pre-requisites for this course (if any): N/A
5. Co-requisites for this course (if any): N/A

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	44	100
2	Blended	-	-
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	44
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	44

B. Course Objectives and Learning Outcomes

<p>1. Course Description</p> <p>This course provides an overall picture of the business world; it discusses business functions such as production, marketing, finance, human resources, research and development, accounting, etc., methods of business operation, types of business ownership, management functions, and the role of business organizations in contemporary society. In addition, the roles of various institutions that operates in the business environment.</p>
<p>2. Course Main Objectives</p> <ul style="list-style-type: none"> ❖ Define Business and its classifications. ❖ Explain the business functions. ❖ Explain the types of business ownerships. ❖ Describe how to manage and organize the business. ❖ Outline the various ethical aspects involve in business.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Define macro and micro economic concepts and methods of economic analysis and the ability to apply these to a range of business problems.	K-1
1.2	Outline the interrelationship of all the different aspects of business, including their local, regional and international dimensions.	K-16
1.3	List effective strategies for the management and development of people within the organization.	K12
1.4	Recognize organization, their structure and how they are managed within the context of national and international business, economic and political organization which form the business environment.	K04
1.5	Recognize ethics, professional codes of conduct corporate governance and corporate social responsibility and the importance of sustainability.	K-15
2	Skills :	
2.1	Develop, Identify and use appropriate cognitive skills to deal with anticipated and unanticipated issues and problems in the business environment.	C-1
2.2	Judge business and management issues through research, either individually or as part of a team for projects, investigations and presentations.	C-6
3	Values:	
3.1	Communicate effectively in oral and written form.	

C. Course Content

No	List of Topics	Contact Hours
1	Overview –Introduction to Business- Meaning of Business, Categories of Business, Business Process; Business Environment: Micro and Macro Environment; Meaning of Economics, Micro and Macro Economics, Economic System and Kinds of Economic Systems, Concepts of Liberalization, Privatization, Globalization; Demand and Supply, Law of Demand and Supply, Factors affecting Demand and Supply, Market Price Determination.	9
2	Business Functions and Business Methods- Purpose of Business; Motivation to start a Business; Business Functions: Accounting, Marketing, Management, Finance, Information Technology, Production, Human Resources, Operations	9
3	Business Ownership Types- Sole Proprietorship: Meaning, Advantages, Disadvantages; Partnership: Meaning, Advantages, Disadvantages, Partnership Agreement , Types of Partnership- General Partnership, Limited Partnership; Corporation: Meaning, Advantages, Disadvantages, Public and Private Ownership, Advantages, Disadvantages, Types of Corporation: Subchapter Corporation, Limited Liability Corporation, Subsidiary Corporation; Types of Business Combinations: Mergers, Acquisition, Joint Ventures, Strategic Alliances	6
4	Managerial Functions- Management: Meaning, Roles of Management, Planning: Meaning, Process of Planning, Organizing: Meaning, Management Pyramid, Staffing: HR Planning, Staffing, Training & Development, Performance Appraisal, Compensation; Leading: Meaning Leadership Qualities, Leadership Styles, Leadership Functions; Controlling; Measuring the Result, Diagnosing the Results, Taking Corrective Actions, Control Tools.	9
5	Business Organization and Contemporary Society- Meaning of Business Organization, Organization Structure-Chain of Command, Span of Control, Organization Height, Line and Staff Positions, Board of	6

	Directors, Centralization and Decentralization, Types of Structure.	
6	Ethics and Moral Values in Business- Meaning of Ethics, Factors Influencing Ethical Behavior, Ethical Situations, Social Responsibility in Business, Responsibility towards Society, Environment, Employees, Investors, Customers, Global Ethics and Social Responsibility	5
Total		44

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Define macro and micro economic concepts and methods of economic analysis and the ability to apply these to a range of business problems.	Lecture	Quiz, Final Exam
1.2	Outline the interrelationship of all the different aspects of business, including their local, regional and international dimensions.	Lecture	Mid Term, Final Exam
1.3	List effective strategies for the management and development of people within the organization.	Lecture	Quiz, Mid Term, Final Exam
1.4	Recognize organization, their structure and how they are managed within the context of national and international business, economic and political organization which form the business environment.	Lecture	Quiz, Mid Term, Final Exam
1.5	Recognize ethics, professional codes of conduct corporate governance and corporate social responsibility and the importance of sustainability.	Lecture	Quiz, Mid Term, Final Exam
2.0	Skills		
2.1	Develop, Identify and use appropriate cognitive skills to deal with anticipated and unanticipated issues and problems in the business environment.	Lecture	Exam
2.2	Judge business and management issues through research, either individually or as part of a team for projects, investigations and presentations.	Lecture	Mid Term, Final Exam
...			
3.0	Values		
3.1	Communicate effectively in oral and written form.	Lecture	Assignments

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Assignments	2 Assignments	10
2	Mid Term Examination – 1	6 th	15
3	Mid Term Examination – 2	8 th	15
4	Quizzes	2 Quizzes	10
5	Final Examination	12 th	50
	Total		100

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Each and every faculty member of management department is required to assign 6 hours per week as office hours for students' consultation and guide. Students are informed in the beginning of the classes about the office hours.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Ronald J. Ebert, Ricky W. Griffin, “Business Essentials”-Pearson, 10th edition.
Essential References Materials	Bovee, Thill and Mescon, (2007) “Excellence in Business”-Prentice Hall, 3rd edition.
Electronic Materials	www.sdl.com.sa
Other Learning Materials	Multimedia associated with the text book and the relevant websites.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Lecture room with capacity at least 25 seat
Technology Resources (AV, data show, Smart Board, software, etc.)	Internet facility in the class room. And projector with speakers. (Online using Black Board platform)
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or	None

Item	Resources
attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Teaching Evaluation	Students	Indirect
Course Evaluation	Students	Indirect
Learning Resource evaluation	Students	Indirect
Achievements of Learning Outcomes	Students	Indirect
Faculty Evaluation	Head of the Department	Direct
Peer-evaluation	Peer faculty Member	Direct

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	