

Course Specification

MGT- 201

Introduction to Business

DEPARTMENT OF MANAGEMENT

February 2010

COURSE SPECIFICATION

Institution : College of Business Administration, Al Kharj , King Saud University
Department: Management

A. Course Identification and General Information

1. Course title and code: Introduction to Business/MGT- 201
2. Credit hours: 3 (3+0+0)
3. Program(s) in which the course is offered: BSBA -Management
4. Name of faculty member responsible for the course: Syed Faisal Quadri
5. Level/year at which this course is offered: Second Year/ Fourth Semester
6. Pre-requisites for this course (if any): --
7. Co-requisites for this course (if any): --
8. Location if not on main campus: College of Business Administration, Al Kharj

B Objectives:

1. Summary of the main learning out comes for students enrolled in the course

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 operate in the business environment

2. Briefly describe any plans for developing and improving the course that are being implemented. (E.g. increased use of Information Technology or web based reference material, changes in content as a result of new research in the field):

Using information technology in teaching this course was to improve “concept building and learning” in students by combining a theory based approach to learning by using software and researches taking place in the field.

C. Course Description

1. Topics to be Covered

Topics	No. of Weeks	Contact hours
Overview –Introduction to Business	2	6
Business Functions and Business Methods	3	9
Business Ownership Types	2	6
Managerial Functions	2	6
Business organization and Contemporary Society	3	9
Ethics and Moral Values in Business	2	6

2. Course components (total contact hours per semester):

Lectures: 42	Tutorial:	Practical/Fieldwork/Internship: 14	Others: 14
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3. Additional private study / learning hours expected for students per week. (This should be an average for the semester and not a specific requirement in each week):

As per the students level of learning.

4. Development of Learning Outcomes in Domains of Learning

a. Knowledge

(i) Description of the knowledge to be acquired:

- 1. Understand various aspects of Business Functions**
- 2. Identify the role and function of management**
- 3. Recognise the ethical values and standards in business**
- 4. Recognise the importance of Political, Economical, Socio Cultural and Technological Analysis.**
- 5. Understand Ownership Styles**

(ii) Teaching strategies to be used to develop that knowledge

- 1) Class lectures.**
- 2) Presentations by the students.**
- 3) Group discussions.**
- 4) Home assignments**

(iii) Methods of assessment of knowledge acquired

- 1- In class short Multiple Choice Questions [MCQs] quizzes**
- 2- Class Discussions, True and False Questions**
- 3- Two Midterm and final examination**

b. Cognitive Skills

(i) Cognitive skills to be developed:

- 1. Understanding the concept of introduction to business**
- 2. Learning different areas of business and management**

<p>3. Understanding various issues related with challenges for business</p> <p>4. Understanding the role of manager in present situation</p> <p>5. Understanding the factors effecting the business.</p>
<p>(ii) Teaching strategies to be used to develop these cognitive skills</p> <p>Cognitive skills are developed through lectures supported by other class-based sessions and independent learning.</p>
<p>(iii) Methods of assessment of students cognitive skills</p> <p>Assessment of cognitive skills occurs in the range of assessment methods employed i.e. examination, Presentation/Interaction and home assignment.</p>
<p>c. Interpersonal Skills and Responsibility</p>
<p>(i) Description of the interpersonal skills and capacity to carry responsibility.</p> <ol style="list-style-type: none"> 1. Ability to relate to and collaborate effectively with colleagues. 2. Self-management to meet deadlines in business. 3. Ethical relationship
<p>ii) Teaching strategies to be used to develop these skills and abilities</p> <ol style="list-style-type: none"> 1) Assignments. 2) Report writing. 3) Presentations 4). Group discussion
<p>iii) Methods of assessment of students interpersonal skills and capacity to carry responsibility</p> <ol style="list-style-type: none"> 1) Evaluation of home assignments and reports 2) Assessment of group discussions and presentations 3) Assessment of homework
<p>d. Communication, Information Technology and Numerical skills</p>
<p>(ii) Teaching strategies to be used to develop these skills</p> <p>Communications, Information Technology Skills are developed across the programme.</p>
<p>(iii) Methods of assessment of students numerical and communication skills</p> <p>These are assessed through relevant assignment in particular course works of the modules</p>

5. Schedule of Assessment Tasks for Students During the Semester			
Assessment	Assessment task (eg. essay, test, group project, examination etc.)	No. Of time & Week due	Proportion of Final Assessment
1	Assignments	At least 3 Assignments	10%
2	Mid Term Examination-1	5th	15%
3	Mid Term Examination-2	10th	15%
4	Quizzes	At Least Five Quizzes	10%
5	Mini Project	13 ^h	5%
6	Presentation	13 ^h	5%
7	Final Exam	14th	40%
Total		100 %	

D. Student Support

1. Arrangements for availability of faculty for individual student consultations and academic advice. (include amount of time faculty are available each week)

Office hours: 6 hrs/week

E. Learning Resources

1.Required Text(s)

Bovee, Thill and Mescon, (2007) "Excellence in Business"-Prentice Hall, 3rd edition

2.Essential References

- 1.Jeff Mudra, (2006) "Introduction to business"Prentice Hall , 2nd edition
- 2.Lara Dias and Amith Sha (2007) "Introduction to business Mc GrawHill 1ST edition
- 3.Willam Nickles, Jams Mc, Hugh and Susan (2007) "Understanding business –PH 1st edition

4. Willam M. Pride Robert and Kapoor (2006) "Business " Mc Graw Hill 2nd edition
 5. Ferrell, Fraedrich, Ferrell (2008) "Business Ethics "Ethical Decision Making and Cases. 7th Edition Houghton Mifflin USA.

3. Writing Guidelines: Valuable websites related to APA style:

- <http://apastyle.apa.org/>
<http://www.docstyles.com/>

4. Recommended Journals, Reports etc.

- The ICFAI University Press Journal of Management Research
- Business World
- International Journal of Management, USA
- Harvard Business Review
- Internal Journal of Marketing, Elsevier

5. .Electronic Materials, Web Sites etc

- <http://www.icmr.org.in>
<http://www.en.wikipedia.org/>

6. Other learning material such as computer-based programs/CD, professional standards/regulations.

Multimedia associated with the text book and the relevant websites

F. Facilities Required

Indicate requirements for the course including size of classrooms and laboratories (i.e. number of seats in classrooms and laboratories, extent of computer access etc.)

1. Accommodation (Lecture rooms, laboratories, etc.)

Lecture room with capacity of at least 25 seats

2. Computing resources

Computer with internet connection and unique data sets for each student depending on the class size

3. Other resources (specify --eg. If specific laboratory equipment is required, list requirements or attach list)

G. Course Evaluation and Improvement Processes

1. Strategies for Obtaining Student Feedback on Effectiveness of Teaching

- 1- Course evaluation and review

2- Student-faculty meeting

2. Other Strategies for Evaluation of Teaching by the Instructor or by the Department

- 1- Constituting the Board of under-graduate studies
- 2- Department council discussion
- 3- Discussions within the group of faculty teaching the course

3. Processes for Improvement of Teaching

- I. Conducting workshops given by experts on the teaching and learning methodologies
- II. Periodical departmental review of the methods of teaching
- III. Monitoring of teaching activities by senior faculty members

4. Processes for Verifying Standards of Student Achievement (eg. check marking by an independent faculty member of a sample of student work, periodic exchange and remarking of a sample of assignments with a faculty member in another institution)

- 1- Providing samples of all kinds of assessment in the departmental course portfolio of each course
- 2- Assigning group of faculty members teaching the same course to grade same question for various students
- 3- Conducting standard exams
- 4- Appointing the head\supervisor of the department as the head examiner to check Sample answer books.

5. Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.

- I. The course material and learning outcomes are periodically reviewed and the changes to be taken are approved in the departmental and higher councils.
- II. The head of department and faculty take the responsibility of implementing the proposed changes.