



FAREAST INTERNATIONAL UNIVERSITY

School of Business

MBA/EMBA Program

Course Code: BUS 111

Course Title: Introduction to Business

Course Outline & Information– Summer 2016

Instructor's details

Ahmad Bin Yamin

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Basic Course Information

Credit Hours	3 (Three)
Evaluation Method	Class Attendance/Class Participation 10% Quiz Test/Class Presentation 10% Assignment (Individual/Group)/Term Paper 10% Mid-term Tests 30% Final Examination 40%
Course Objective	By the end of this course, you should be able to: <ul style="list-style-type: none">▪ The components and interplay among the major elements of a business environment▪ The structures and opportunities of business ownership▪ The dynamics of competing within both domestic and global markets▪ The current challenges in managing human and financial resources▪ The design and deployment of effective marketing strategies▪ The use of technology in business operation and information management▪ The use of financial information and accounting in business decision making▪ The securities market and its role in corporate and personal finance
Grading System	Standard grading policy of the University will be followed.

Course Description:

An introductory study of the functional areas of business to help students realize the integral role business plays in the economy and our lifestyles. Topics include the major elements in the business environment, forms of business ownership, competition in the domestic and international market, management of human and financial resources, marketing, business technology and information management, accounting, and business and personal finance.

We will use a variety of learning methodologies to create a “workshop” approach, including short lectures, visual aids, class discussions, self-assessments, feedback, and experiential activities. The most important element, however, is your ACTIVE engagement and participation as this course is designed around hands-on, experiential and task-oriented learning.

Course Contents:

Contents
1. What is business enterprise? 2. Forms of business ownership 3. Entrepreneurship
4. The Business Environment 5. Business law 6. The concept of Corporate Social Responsibility
Management & Organization of the Business 7. Fundamentals of Management 8. Organizing the business 9. Managing production and operations
10. Human Resources a. Managing human resources b. Motivation
11. Marketing a. Basics of Marketing b. Marketing strategy c. 4Ps of Marketing
12. Financial Management a. Banking b. Investments and Personal Banking c. Risk Management
13. Accounting & Information Systems a. Fundamentals of Accounting b. Computers and Information Systems
14. The Holistic Picture a. The Overall Business Environment b. Strategy, profitability and growth c. Ethical issues and sustainability

Textbooks & Required Reading:

Primary Textbook:

- Skinner, J. Steven & Ivancevich John M. (1992). *Business for twenty first Century (2015-2016)*.

Homewood, IL, R.D. Irwin Inc

Course Materials & Announcements

<http://freeuniversitybd.weebly.com>

Ahmad Yamin
www.freeuniversitybd.weebly.com

Grading Policy

Percentage (Marks)	Letter Grades	G.P.A
80% & Above	A+	4.00
75% – 79%	A	3.75
70% – 74%	A-	3.50
65% – 69%	B+	3.25
60% – 64%	B-	3.00
55% – 59%	C+	2.75
50% – 54%	C	2.50
45% – 49%	C-	2.25
40% – 44%	D	2.00
<40%	F	0.0

Important Notes:

- **Mobile Phone use in class room is strictly prohibited**
A student is expected to be present in all classes and fully contribute to the overall learning.

Assignment Submission (Individual & Group)

1. Deadline for Assignment submission – Printed Copy is before the **END OF THE CLASS** on the specific submission date. Assignment 1(before Mid), Assignment 2(before Final Exam).
2. Minimum 10%-20% marks will be deducted for all late submissions, irrespective of the reason. Late submissions only allowed for valid reasons upon prior information.
3. **Plagiarism is not expected from any of the student members. Anyone/ any group proven to have plagiarized will be penalized.**

Referencing

4. All work must have proper referencing. Students are encouraged to consult faculty for using Microsoft Word referencing tool. All work (individual and group) without proper referencing will be penalized.
5. Referencing standard to be followed is APA Style.

Group Assignment & Presentation

1. Group Formation will be done by the students and all students are expected to contribute within the group as directed by the Group Leader.
2. Group Leader will be chosen by group members and he/she is responsible to communicate / coordinate all queries / concerns / clarifications with the faculty on behalf of the group.
3. All group members must participate in the presentation. Any one not participating will not get any marks.
4. Group Presentation will take place after the Group Assignment Submission. All groups must submit their presentation copy on the deadline.
5. Faculty will randomly allocate presentation slot / timing to all groups.
6. Students are expected to utilize ALL resources available for the Group Assignment Presentation.
7. Students are encouraged to be creative and will be duly rewarded for doing so. **Minimum requirement is a PowerPoint Presentation.**
8. All group and individual assignments and tasks specified must be also email to the given email address. Use email subject and attachment name as your ID or group Name.
9. **Go to the website www.freeuniversitybd.weebly.com and sing up (REGISTER) there to start your formal classes.**