

American University of Central Asia
Bachelors of Business Administration

Syllabus Course

Number: Bus 112.1
Course Name: Introduction to Business
Number of Credits: 6
Prerequisites: None

Course Purpose: Purpose of this course is to provide broad overview of business and its major components, in-order to develop understanding and prepare students for further studies in business.

Course Description:

This course is introductory in its nature and gives an aerial view of what business is and its major components. Business, be it small or big, required the understanding of how to develop, manage, and run it for further growth and profitability.

During this course we will look through how the management of business is designed and done. Moving further we will look through the ethical aspects of business in-order to ensure that business is beneficial for all. We also look at Marketing and Finance aspects of business, as to how the business gets known to people about its products and services. And how the money is utilized to establish a business.

Student Learning Outcome/Objectives of this course:

1. Understand the basic functions of management and competencies that managers should have.
2. Understand the Management's context and how it is managed globally.
3. Understand the Business Ethics and emerging Business Ethics Issues.
4. Understand the ethical grounds for any business to operate in effective way.
5. Understand what marketing is and its role in any business.
6. Understand Consumer's decision-making process, buyer behavior and factors affecting consumer's behaviour.
7. Understand the sources and procedures to draw finances for business
8. Understand the role of financial statements and how to use them.

Academic Dishonesty:

As defined, academic dishonesty is a "failure to maintain academic integrity." Failing to maintain academic integrity includes obtaining or giving help on an examination, doing work for another student, and plagiarism.

Plagiarism is a serious issue in academic settings. There is a general rule for avoiding plagiarism: never attempt to pass off another's work as your own. More specific guidelines are:

- Do not copy words from any source without quoting and citing that source. The quotation should be reproduced in the exact manner in which the quote is taken.
- Do not use the ideas, concepts or opinions from any source without citing that source. Included are key terms, technical concepts and original views.
- Paraphrasing is acceptable; however, one must take care to cite the source and not misrepresent the original thesis. Paraphrasing often is the area in which most charges of plagiarism result.

Students are expected to maintain high ethical standards in all their courses. All cases of academic dishonesty will result in a failing grade and will be referred to the Head of Business Administration department for administrative review.

Academic Policies:

Academic Policies are not course specific and therefore are created and maintained separately from this syllabus. One may examine AUCA Academic Policies in the AUCA Catalog.

Course Materials

Item	Author(s)	Reference
1	Stephen P. Robbins, Mary Coulter	Management (11 th Edition), 2012. Prentice Hall, USA
2	Charles W.L. Hill, Steven L. McShane	Principles of Management, 2008. McGraw-Hill, USA
3	O. C. Ferrell, John Fraedrich, Linda Ferrell	Business Ethics (8 th Edition), 2011. South-Western Cengage Learning, USA
4	Philip Kotler, Gary Armstrong	Principles of Marketing (14 th Edition), 2012. Prentice Hall, USA
5	Drake, P.P., & Fabozzi, F.J.	The Basics of Finance: An Introduction to Financial Markets, Business Finance, and Portfolio Management, 2010.
6	Brealey, Myers, & Marcus	Fundamentals of Corporate Finance, 3 ed.

Course Policies

Issue	Policy
Changes	The course instructors reserve the right to modify any and all portions of this syllabus at any time during the period of the course. Any modifications will be communicated in writing to students.
Submission of assignments	Written assignments are to be completed in APA Format. Assignments are to be submitted online through e-course. Late submission will account for -15% of achieved grade.

Grade Component		Percent
Management:		25%
Attendance and Participation	2%	
Clome Works	8%	
Exam	15%	
Ethics:		25%
Attendance and Participation	2%	
Clome Works	13%	
Exam	10%	
Marketing:		25%
Attendance and Participation	2%	
Home Assignment	10%	
Exam	13%	
Finance:		25%
Quizes	10%	
Group Assignment	5%	
Exam	10%	
TOTAL		100%

Overall Course Grading

The grading scale, which is standard in the Business Administration department, is as follows:

A	100 - 93	C	76 - 73
A-	92 - 90	C-	72 - 70
B+	89 - 87	D+	69 - 67
B	86 - 83	D	66 - 63
B-	82 - 80	D-	62 - 60
C+	79 - 77	F	59 - 0

The grade of **C** implies a student's performance is "satisfactory." This represents a student that has understood the subject material, shows reasonable competence, and conforms to the minimum requirements.

The grade of **B** represents "good scholarship." This identifies a student that has performed at a higher than satisfactory level, exhibits proficient use of course related terminology, and deals with challenging topics.

The grade of **A** represents "outstanding scholarship." This is reserved for those students that have shown distinction in their performance, advance the general understanding of the material, and apply both terminology and principles in completing course related assignments.

In order to receive full credit, assigned work must be submitted before the scheduled submission deadline. Therefore, students keeping up with the course work and submitting assignments on time is essential. *Late assignments will not be accepted for grading.* If commitments make submitting assignments on schedule impossible, students must consult with the professor at least ten days in advance to make other arrangements. Failure to plan on your part does not constitute an emergency on our part.

Attendance and Participation: Course attendance is required, and class participation is an important element of grade.

Office hours and contacting your professor: To contact the professors, use the available office hours. During office hours, no appointment is necessary; however, prior notice is appreciated.

Tentative Schedule with Exam dates

#	Date	Lecture Topic	Readings Assignment
1	2 nd Sept.	What is Business? Forms of Business ownerships	
2	4 th Sept.	Management and Organizations:	Ch 1 (Robbins)
3	9 th Sept.	Seminar	
4	11 th Sept.	Understanding Management's context: Constraints and Challenges	Ch 2 (Robbins)
5	16 th Sept.	Seminar	
6	18 th Sept.	Globalization and the Manager	Ch3 (POM)
7	23 rd Sept.	Seminar	
	25 th Sept.	<i>Independent Study – No Class</i>	
8	30 th Sept.	Management Exam	
9	2 nd Oct.	Importance of Business Ethics	Ch 1 (BE)
10	7 th Oct.	Seminar	
11	9 th Oct.	Emerging Business Ethics Issues	Ch 3 (BE)
12	14 th Oct.	Seminar	
13	16 th Oct.	Developing an effective Ethics Program	Ch 8 (BE)
14	21 st Oct.	Seminar	
15	23 rd Oct.	Ethics Exam	
16	28 th Oct.	Introduction to marketing management	Ch 1 (Kotler)
17	30 th Oct.	Consumer behaviour & Decision Making Process	Ch 5 (Kotler)
18	4 th Nov.	The marketing environment (Micro)	Ch 3 (Kotler)
19	6 th Nov.	The marketing environment (Macro)	Ch 3 (Kotler)
20	11 th Nov.	The marketing mix	
21	13 th Nov.	Types of markets & The product life cycle	(Kotler)
22	18 th Nov.	Marketing Exam	
23	20 th Nov.	What is Finance? Capital Markets and Capital Market Theory. The Role of the Financial Manager. Financial Management and Investment Management.	Ch.1;
24	25 th Nov.	Business Finance. Organizing a Business. Financial Instruments, Markets, and Intermediaries.	Ch.5, Ch.2, Ch.1
	27 th Nov.	<i>Independent Study – No Class</i>	
25	2 nd Dec.	Accounting and Finance. Accounting Principles and The Basic Financial Statements.	Ch. 4
26	4 th Dec.	Financial Statement Analysis. Financial Ratios.	Ch.11, Ch.5.
27	9 th Dec.	The Math of Finance. The Time Value of Money. Future and Present Values. Compound Interest. Multiple Cash Flows.	Ch. 10, Ch. 2
28	11 th Dec.	The Math of Finance. Perpetuities and Annuities. Inflation and the Time Value of Money. Effective Annual Interest Rate.	Ch. 10, Ch. 2
29	16 th Dec.	Finance Exam	