

MODULE SPECIFICATION

Module Title	Introduction to Business
Module Code	BUS 201
Module Credits	4
Pre-requisites (including Year 1)	N/A

Description

Course Overview
Introduction to Business provides a broad overview of the environment, principles, and functions of business. Students will gain an understanding of business terminology and practices essential for success in industry. Students will learn about functional areas of business such as business research, economics, management, marketing, technology, organizational structure, human resources, business law, accounting and finance. Case studies will be utilized to help students better understand the knowledge in this course.
Method of Teaching and Learning
This module will be taught using a combination of lectures, tutorials and consultation hours. Learning will also be reinforced by appropriate readings from the course text.
Syllabus
<p>Modules</p> <ol style="list-style-type: none"> 1. Introduction to the Course 2. Corporate Financial Reporting 3. Entrepreneurial Thinking and Management 4. Managerial Accounting 5. Business Finance 6. Market Research 7. Marketing Strategy 8. Business Branding 9. Product Development & Design 10. Operations Management 11. Strategic Human Resource Management 12. Business Communication & Negotiations 13. Business Planning & Strategy 14. Business Ethics 15. Entrepreneurial Finance 16. Judgment and Decision Making 17. The General Managers Role 18. Strategic Thinking 19. Creativity and Innovation 20. Startup Marketing Essentials

- 21. Performance and Incentives
- 22. Business Law

Assessment

Assessment Type	% of Final Mark
Midterm Exam 1	20%
Market Research Project	5%
Product Development & Design Project	5%
Marketing Strategy Project	5%
Social Media Marketing Project	5%
Business Presentation	10%
Final Exam	30%
Homework	10%
Course Participation	10%

<i>Range</i>	<i>Letter Grade</i>
90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
< 60%	U

Textbooks

Mandatory Textbooks

Title	Author	ISBN/Publisher
The Visual MBA	Jason Barron	

Optional Textbooks

Title	Author	ISBN/Publisher
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Reference Textbooks

Title	Author	ISBN/Publisher
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