



KOMAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (KUST)

COURSE SYLLABUS			
Course Title	Introduction to Business		
Course Code	BUS 1200	No. of Credits	2
Department	All Business Departments	College	College of Business
Pre-requisites Course Code	Level 4	Co-requisites Course Code	
Course Coordinator(s)	Dr. Mohammed Mustafa Ibrahim		
Email	Mohammed.mustafa@komar.edu.iq	IP No.	122
Other Course Teacher(s)/Tutor(s)	None		
Class Hours	Wednesday 8:00 - 9:50 Room 201		
Office Hours	Sunday 8:30 -12:30 and Tuesday, Thursday 13:30 – 16:30		
Course Type	College course		
Academic Year	Fall 2015		
COURSE DESCRIPTION			
<p>This is an introductory course, which is designed to engage you with the key concepts, models, debates, and problems in the study of business. Developing this foundation will be beneficial to your following study of specialized subjects, because you will be able to make connections between different issues.</p>			
COURSE OBJECTIVES			
<p>This course aims to provide a comprehensive introduction to the key elements of the business organization. And build a foundation of knowledge on the different theoretical approaches to business management and decision making. The course is intended to introduce and expose you to the management of business.</p>			
COURSE LEARNING OUTCOMES			
<p>On completion of this course, you should be able to:</p>			
<ol style="list-style-type: none"> 1. Define the related terms; outline the development of the business organization thought. 2. Explain the significance of current issues in business and state the impact of key environmental factors on decision making and organizational behavior. 3. Learn about how a business created, financed, marketed, and managed. 4. Distinguish different models and approaches to understanding the firm, evaluating these in the context of the business environment. 			
GUIDELINES ON GRADING POLICY			



KOMAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (KUST)

A	95 – 100
A-	90 - 94
B+	87 - 89
B	83 – 86
B-	80 – 82
C+	75 – 79
C	70 – 74
C-	65 – 69 (65% is the passing grade)
D+	60 – 64
D	55 – 59
D-	50 – 54
F	0 – 49
W	Withdrawal
I	Incomplete

COURSE CONTENT

1. The Business Environment
2. Creating a Business
3. Financing a Business
4. Marketing a Business
5. Managing a Business

COURSE TEACHING AND LEARNING ACTIVITIES

Course Teaching and Learning Activities: (short description)

1. Lectures
2. Interactive class discussion
3. Reports and Assignments
4. In class brainstorming sessions
5. Quizzes and tests

Selected Text Book

Kelly, M., & Williams, C. (2015). *Introduction to business* (7th ed.) Boston, MA: Cengage Learning

Recommended References

Nickels, W.G., McHugh, J. M., & McHugh, S.M. (2010). *Understanding Business* (9th ed.). New York, NY: McGraw Hill

Pride, W. M., Hughes, R. J., & Kapoor, J.R.(2014). *Foundations of Business* (4th ed.). Stamford, CT: Cengage Learning



KOMAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (KUST)

COURSE ASSESSMENT TOOLS		
Assessment Tool	Description	Weight
Group Projects	Group presentations, discussions, and activities	15%
Assignments	You will have to work on two individual assignments	15%
Quizzes	You are going to have four quizzes.	20%
Midterm exam		20%
Final Exam		30%
ESSENTIAL READINGS: (Journals, textbooks, website addresses etc.)		
The students will get a handout for each topic required, which will be posted in Google Classroom.		
COURSE POLICY (including plagiarism, academic honesty, attendance etc)		
KUST Academic Policy http://sar.komar.edu.iq/files/Student%20hand%20Book%202013.pdf Attendance: <ul style="list-style-type: none">❖ Students are expected to attend all lectures and must attend all examinations, quizzes, and practical exercises.❖ Faculty need not give substitute assignments or examination to students who miss classes without official permission.❖ Student must arrange with the faculty to make-up the missed class.❖ Students are subject to the regulation and policies mentioned in the KUST Student Handbook.❖ KUST guidelines for lateness are as follows: Three occasions of lateness count as one absence. (you can be considered in lateness from the 10th minute).		
GUIDELINES FOR SUCCESS		
<ol style="list-style-type: none">1. Attend classes (on time) and actively participate in in-class discussions2. Ask question any time you want. You can ask during the class, office hours, and by e-mail.3. Do the required assignment and learn to implement an adaptive self-study technology.		



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Course calendar: Please check the academic calendar for 2015/2016

Week	Beg/End Dates	Topics (Chapters)	Goals / Assignments
1	30/09/2015	Course syllabus The Business Environment: Business Now	1/ Assignment 1
2	07/10/2015	The Business Environment: Economics	1,2
3	14/10/2015	The Business Environment: The World Marketplace	1, 2 / Quiz 1
4	21/10/2015	The Business Environment: Ethics and Social responsibility	1,2 / Group assignment
5	28//10/2015	The Business Environment: Business communication	1, 2
6	04/11/2015	Creating Business: Business Formation	3, Quiz 2
7	11/11/2015	Review for Midterm	1,2, 3
15-21 Nov. 2015		Midterm Exam	
8	25/11/ 2015	Creating Business: Small Business and Entrepreneurship	3,4
9	02/12/2015	Financing a Business: Accounting	3,4 / Assignment 2
10	09/12/2015	Financing a Business: Finance	3, 4
11	16/12/2015	Financing a Business: Financial Market	3, 4 / Quiz 3
12	23/12/ 2015	Marketing a Business: Marketing	3, 4
13	06/01/ 2016	Managing a Business Management, Motivation, and Leadership	3, 4
14	13/01/ 2016	Managing a Business: Human Resource Management	3, 4 / Quiz 4
15	19/01/2016	Group presentations	1, 2, 3, 4
	21/01/2016	Review for Final Exam	1, 2, 3, 4
24 -31 January, 2016		Final Exam	