
SYLLABUS

Date/Revision : August 1, 2016
Faculty : Business and Social Sciences
Approval : Dr. Samuel Prasetya/Dr. Tutuko Prajogo

SUBJECT : INTRODUCTION TO BUSINESS & MANAGEMENT 1

1. Identification of Subject:

Name of Subject : Introduction to Business & Management 1
Code of Subject : MGNT-1000
SKS/ECTS : 2/3
Semester : 1
Study Program : B-MGT/B-IBA/B-HTM
Lecturer : Dr. Samuel Prasetya

2. Competency (Learning Outcome)

- At the end of the course students will have an overview of the most important methodological approaches and concepts of business administration and social sciences.
- After completing the course, students will be able to describe the core aspects of business administration and social sciences and will be able to illustrate, contrast, and apply the main concepts and theories from the fields of business administration.
- Through the successful participation in this course students are able to recognize the basics of doing business inside a company.
- Students are also able to discuss critically the role of an entrepreneur and the process of business planning.

3. Description of Subject:

The main topics to be covered are:

- Nature of business & business systems
- Business ethics & social responsibilities
- Global business
- Managing information technology
- Business management
- Organizing business
- Nature of management
- Teamwork & communication
- Operation management

4. Learning Approach

Approach : Combination of Expository - inquiry and collaborative

Method : Discussions, questions/answers, sample problems/cases, group works
 Student Task : Home work, presentation
 Media : LCD projector

5. Evaluation

Maximum absences : 25%
 Projects (individual & group) : 20 points
 Presentation : 10 points
 Quizzes : 10 points
 Final Examination : 60 points
 Total : 100 points

6. Contents/Topics of Lecturing

Week	Topics	Content	Remarks
1	Introduction session	Overview on the general business environment	Group formation Group Topic selections for Group writing project
2	The Dynamics of Business and Economics	<ul style="list-style-type: none"> Chapter 1 Perspective on the general economic condition The law of supply and demand The economic foundations of business 	Presentation group 1
3	Business Ethics & Corporate Social Responsibilities	<ul style="list-style-type: none"> Chapter 2 Organizational vision & mission Level of organizational ethical values 	Presentation group 2 Draft 1
4	Business in Borderless World	<ul style="list-style-type: none"> Chapter 3 Factors in international business National competitive advantage Differences in social, culture, economic, legal & political situation 	Presentation group 3
5	Evaluation on the previous discussions & chapters	Chapter 1-3	Quiz 1
6	Option for Organizing Business	<ul style="list-style-type: none"> Chapter 4 Basic concepts on enterprises Differences in sole proprietorship, partnerships & corporations 	Presentation group 4 Draft 2
7	Small Business,	<ul style="list-style-type: none"> Chapter 5 	Presentation

Week	Topics	Content	Remarks
	Entrepreneurship & Franchising	<ul style="list-style-type: none"> The nature of entrepreneurship The nature of small businesses The role of small businesses in the economy 	group 5
8	Semester break		
9	The Nature of Management	<ul style="list-style-type: none"> Chapter 6 The importance of management Management functions Types of management Managerial skills 	Presentation group 6 Draft 3
10	Organization, Teamwork & Communication	<ul style="list-style-type: none"> Chapter 7 Organizational culture Developing organizational culture Influential factors on organizational culture 	Presentation group 7
11	Managing Services & Manufacturing Operation	<ul style="list-style-type: none"> Chapter 8 Service operations Manufacturing operation Planning & designing operation systems 	Presentation group 8
12	Evaluations on previous discussions & chapters	Chapter 6-8	Quiz 2
13	Review chapters for final exams & group projects	Chapter 1-8	
14	Review chapters for final exams & group projects	Chapter 1-8	
15	Review chapters for final exams & group projects	Chapter 1-8	Final draft
16	Silent Week		
17-18	Final Examination	Chapter 1-8	

7. Book Reference:

- **Main Textbook:** Ferrell, OC, Geoffrey A. Hirt, and Linda Ferrell (2016), *Business: A Changing World*, 10th Edition, McGraw-Hill/Irwin, New York City, NY: USA. ISBN 978-981-4714-25-9
- **Additional Reference:**
 1. Ferrell, OC, Geoffrey A. Hirt, and Linda Ferrell (2011), *Business: A Changing World*, 8th Edition, McGraw-Hill/Irwin, New York City, NY: USA. ISBN 978-125-900743-9
 2. Ebert, Ronald J, and Ricky W. Griffin (2012), *Business Essentials*, 9th Edition, Pearson Prentice Hall, Upper Saddle River, NJ: USA. ISBN 0-13-15720-5

- Nickels, W., J. McHugh, and S. McHugh (2010), *Understanding Business*, 9th Edition, McGraw Hill Higher Education, Columbus, OH: USA