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| 1. Course code: | MGT 131 | | | 1. Course title: | | | | | | Introduction to Business Administration | | | | | | | | | | | |
| 1. College: College of Business Administration | | | | | | | | | | | | | | | | | | | | | |
| 1. Department: Marketing and Management | | | | | | | | | | | | | | | | | | | | | |
| 1. Program: B.Sc. | | | | | | | | | | | | | | | | | | | | | |
| 1. Course credits: 3-credit hour | | | | | | | | | | | | | | | | | | | | | |
| 1. Course NQF Level: 6-7-8 | | | | | | | | | | | | | | | | | | | | | |
| 1. NQF Credits: TBA | | | | | | | | | | | | | | | | | | | | | |
| 1. Prerequisite: None | | | | | | | | | | | | | | | | | | | | | |
| 1. Lectures Timing & Location: Online | | | | | | | | | | | | | | | | | | | | | |
| 1. Course web page: Blackboard | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Instructor: Dr. Ehsan Saeed Yaqoot | | | | | | | | | | | | | | | | | | | | | |
| 1. Office Hours and Location: TBA | | | | | | | | | | | | | | | | | | | | | |
| 1. Course coordinator: Dr. Ehsan Saeed Yaqoot | | | | | | | | | | | | | | | | | | | | | |
| 1. Academic year: 2020-2021 | | | | | | | | | | | | | | | | | | | | | |
| 1. Semester: | |  | **First** | | | | | X | | | **Second** | | | |  | | **Summer** | | | | |
| 1. Textbook(s): e-book   Understanding Business, By William G. Nickels, William G. Nickels, Susan M. McHugh McGraw Hill ISBN 978-0-07-337699-8 Twelfth Edition ISBN 978-1-259-92943-4 | | | | | | | | | | | | | | | | | | | | | |
| 1. References from the Library (<http://www.ac-knowledge.net/uobv3/>): Students are strongly recommended to look for and read local, international and professional publications for proper understanding of business, such as: Gulf Daily News (GDN), Bahrain Tribune, Harvard Business Review , Labor Marketing trends, the wall street Journal, The Economist, Business Week, Fortune , Business , and the Times. | | | | | | | | | | | | | | | | | | | | | |
| 1. Other learning resources used (e.g. e-Learning, field visits, periodicals, software, etc.):   Student Online Learning Center [www.mhhe.com/diasbusiness](http://www.mhhe.com/diasbusiness). This site gives students supplementary materials to help them better understand and master chapter material. | | | | | | | | | | | | | | | | | | | | | |
| 1. Course description (as per the published):   Overview of business administration as a field of study and practice, survey of major functional specialties within business management, accounting, finance, marketing and production, interrelationships among various specialties and foundation-level, understanding of the management profession. | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Intended Learning Outcomes (CILOs): | | | | | | | | | | | | | | | | | | | | | |
| CILOs | | | | | *Mapping to PILOs* | | | | | | | | | | | | | | | | |
| Learning goals | | | | | a. Knowledge | | b. Globalization | | | | | c. Skills | | d. Communication | | | | e. Competencies | | f. Values | |
| Learning objectives | | | | | a1: General Knowledge | a2: Specific knowledge | b1: International cross-cultural | | b2: Global Perspective | | | c1: Thinking skills | c2: Analytical skills | d1: Communication (Writing) | | d2: Communication (Oral) | | e1: Leadership skills | e2: Teamwork | f1: Ethics | f2: Social responsibility |
| 1. Understand the business environment and identify the economics of business including how microeconomics and macroeconomic issues affect business. | | | | | ✓ | ✓ | ✓ | | ✓ | | |  |  |  | |  | |  |  |  |  |
| 1. Describe the global business environment and apply social responsibility and business ethics in the workplace. | | | | | ✓ | ✓ | ✓ | | ✓ | | |  |  |  | |  | |  |  | ✓ | ✓ |
| 1. Understand the entrepreneurial process and the challenges, problems, and issues faced by entrepreneurs who start new businesses. | | | | | ✓ | ✓ |  | |  | | |  |  |  | |  | | ✓ |  |  |  |
| 1. Apply understanding of management in the business world and identify human resources and marketing strategies. | | | | | ✓ | ✓ |  | |  | | |  |  |  | |  | |  |  |  |  |

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| 1. Course assessment: | | | | |
| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date(s)* |
| Quizes | *Chapters: 6,7, & 11 (3 chapters) / CILOs 1,2* | 3 | 15 % |  |
| Class Activity | *CILOs 1,2,3, & 4* | 9 chapters/all lectures | 15 % |  |
| Article Review Report | *Chapter: 11/ CILOs 4* | 1 | 10 % |  |
| Final Project | *Chapters: 11, & 13 (2 chapters) / CILOs 3,4* | 1 | 20 % |  |
| Final Examination  (Respondus) | *Chapters: 1, 2, 3, & 4 (first 4 chapters) / CILOs 3,4* | 1 | 40% |  |
| Total |  |  | 100% |  |

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| 1. Description of Topics Covered | |
| *Topic Title*  *(e.g. chapter/experiment title)* | *Description* |
| Chapter 1:  Taking Risks and Making Profits within the Dynamic Business Environment. | Relationship between profit and risk, entrepreneurship, economic environment, how businesses can meet and beat competition, social changes affecting businesses, and global challenges. |
| Chapter 2:  Understanding Economics and How It Affects Business. | Basic economics, capitalism, Comparison between socialism and communism, mixed economies, economic system of the United States, fiscal policy and monetary policy. |
| Chapter 3:  Doing Business in Global Markets. | Importance of the global market, comparative advantage and absolute advantage, strategies used in reaching global markets and multinational corporations, forces that affect global markets, advantages and disadvantages of trade protectionism, and offshore outsourcing. |
| Chapter 4:  Demanding Ethical and Socially Responsible Behavior. | Obedience of law, management’s role in setting ethical standards, compliance-based and integrity-based ethics codes, corporate social responsibility, businesses influencing ethical behavior and social responsibility in global markets. |
| Chapter 5:  How to Form a Business. | Proprietorships, general and limited partners, corporations, S corporations, limited liability companies, corporate mergers, leveraged buyouts, and franchises. |
| Continue Chapter 6:  Entrepreneurship and Starting a Small Business. | Entrepreneurship, intrapreneurs, home- and web-based businesses, importance of small business. |
| Chapter 7:  Management and Leadership. | Management function, organizing function of management,  leaders and managers, various leadership styles, and five steps of the control function of management. |
| Chapter 11:  Human Resource Management: Finding and Keeping the Best Employees. | Human resource management, effects of legislation on human resource management, steps in human resource planning, recruiting new employees, steps in selecting employees, employee training, steps in appraising employee performance, employee compensation programs, evaluate pay systems, fringe benefits, promotion, reassignment, termination, and retirement. |
| Chapter 13:  Marketing: Helping Buyers Buy. | Marketing, four Ps of marketing, marketing research process, environmental scanning, market segmentation, relationship marketing, consumer behavior, business-to-business and consumer market. |

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| 1. Weekly Schedule | | | | | |
| *Week* | *Date* | *Topics covered* | *CILOs* | *Teaching Method* | *Assessment* |
| *1* | 7-2-2021 | Chapter 1:  Taking Risks and Making Profits within the Dynamic Business Environment. | 3, & 4 | *2-hour lecture:*  *Introduction to Course & Lecture* | *Final Exam* |
| *1-hour lecture*  *Lecture & Activity* |
| *2* | 14-2-2021 | *2-hour lecture:*  *Lecture Demonstration & Activity* |
| *1-hour lecture*  *Lecture & Activity* |
| *3* | 21-2-2021 | Chapter 2:  Understanding Economics and How It Affects Business. | *2-hour lecture:*  *Lecture Demonstration & Activity* |
| *1-hour lecture*  *Individual work*  *Lecture* |
| *4* | 28-2-2021 | *2-hour lecture:*  *Lecture Demonstration & Activity* |
| *1-hour lecture*  *Individual work*  *Lecture* |
| *5* | 7-3-2021 | Chapter 3:  Doing Business in Global Markets | *2-hour lecture:*  *Lecture Video, & Discussion Activity*  *Globalization explained*  <https://www.youtube.com/watch?v=JJ0nFD19eT8> |
| *1-hour lecture*  *Individual work*  *Lecture* |
| *6* | 14-3-2021 | *2-hour lecture:*  *Lecture Demonstration & Activity* |
| *1-hour lecture*  *Individual work*  *Lecture* |
| *7* | 21-3-2021 | Chapter 4:  Demanding Ethical and Socially Responsible Behavior | *2-hour lecture:*  *- Lecture Video, & Discussion Plus activity*  *Moment of Truth Business Ethics and Better Decision*  <https://www.youtube.com/watch?v=PsZ9k5flDW8&t=29s> |
| *1-hour lecture*  *Individual work*  *Lecture* |
| *8* | 28-3-2021 | *2-hour lecture:*  *Lecture Demonstration & Activity* |
| *1-hour lecture*  *Individual work*  *Lecture* |
| *9* | 4-4-2021 | Mid Semester Break | | | |
| *10* | 11-4-2021 | Chapter 5:  How to Form a Business |  | *2-hour lecture:*  *Lecture Discussion & Demonstration* |  |
| *1-hour lecture*  *Individual work*  *Lecture* |
| *11* | 18-4-2021 | Chapter 6:  Entrepreneurship and Starting a Small Business | 1, 2, *3, & 4* | *2-hour lecture:*  *Lecture, Video & Case study, Discussion on video*  *How to be an Entrepreneur*  <https://www.youtube.com/watch?v=lJjILQu2xM8> | *Quiz 1* |
| *1-hour lecture*  *Individual work*  *Lecture* |
| *12* | 25-4-2021 | Chapter 7:  Management and Leadership | *2-hour lecture:*  *Lecture, Video & Discussion*  LEADER  <https://www.youtube.com/watch?v=3yuHozo_A4w> | *Quiz 2* |
| *1-hour lecture*  *Individual work*  *Lecture* |
| *13* | 2-5-2021  (Sunday Labor day off) | Chapter 11:  Human Resource Management: Finding and Keeping the Best Employees | *2-hour lecture:*  *Lecture & Research Article discussion and activity*  *Human Resource Practices and Employee Turnover Intentions: Do Organizational Commitment Mediates and Social Support Moderates the Relationship?*  <https://www.psychosocial.com/article/PR270527/16868/> | *Quiz 3*  *Essay Assignment*  *Final project* |
| *14* | 9-5-2021 |
| *15* | 16-5-2021 | Chapter 13:  Marketing: Helping Buyers Buy | 3, & 4 | *2-hour lecture:*  *Lecture Activity and Demonstration* | *Final project* |
| *1-hour lecture*  *Individual work*  *Lecture* |
| *16* | 23-5-2021 | Revision and discussion |  | *2-hour lecture:*  *Lecture* |  |