



EASTERN MEDITERRANEAN UNIVERSITY
SCHOOL OF COMPUTING AND TECHNOLOGY
DEPARTMENT OF INFORMATION TECHNOLOGY
COURSE POLICY SHEET



Course Title	Introduction to Business
Course Code	ITEC161
Type	Full Time
Semester	Fall/ Spring
Category	AC (Area Core)
Workload	120 Hours
EMU Credit	(3,0,0) 3
Prerequisite	-
Language	English
Level	First Year
Teaching Format	3 Hours Lecture per week
ECTS Credit	4
Course Web Site	staff.emu.edu.tr/esenertunga

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Course Description

This course is designed to develop knowledge and understanding of the environment in which business activity takes place such as the way in which changes in that environment influence business behavior, the major groups and organizations within and outside business, the role and purposes of business activity in both the private and the public sector, the ways the main types of business and commercial activities are organized, financed and operated, how business relations with other organizations, consumers, employees, owners and society are regulated.

General Learning Outcomes

On successful completion of this course students should be able to:

- Explain what a business is and identify four key social and economic roles that business serve
- Explain practice good business ethics and analyse factors that influence ethical behaviour
- Explain ways to improve communication in an international business relationship
- Explain the essential functions of a business plan and the importance of preparing a business plan.
- Analyse the forms of business ownership and business combinations.
- Explain the functions and skills of management.
- Explain what accountants do.
- Analyse responsibilities of financial manager.

Teaching Methodology / Classroom Procedures

- Each week there are three lecture sessions per week
- Lecturing, solving questions, cases, and application of instruments. Teamwork and participation is very important for the students. Internet usage is required.
- Students are encouraged to use internet to search for various related topics. Lecture notes, Lab descriptions, assignments, and announcements will be posted on the course's site.
- There are two online quizzes which are held one week before the midterm and final exam periods.
 - Quiz 1 includes chapters 1, 2 and 3.
 - Quiz 2 includes chapters 5 and 6.
 - The duration of the quizzes is 30 mins.
- There is a written midterm exam which covers chapters 1, 2, 3, and 4

- There is a written final exam which includes chapters 5, 6, 7, 8 and 9.
- There is one term project and homework
- Class attendance is not compulsory.
- The student is responsible to check the course web site regularly and view the latest announcements.

Course Materials / Main References

Text Book:

Better Business International edition by: Solomon, Poatsy, Martin, 2016 Pearson Educating,

Resource Books:

Business Today 10th edition By: Mescon, Bovee & Thill, 2005 Pearson Educating

Business: A Changing World 8th edition By: Ferrell, Hirt, Ferrell, 2011 Mc Graw Hill

Weekly Schedule / Summary of Topics

	BUSINESS BASIC (Chapter. 1)
	<ul style="list-style-type: none"> • The Business Landscape • Common Business Challenges and Opportunities • Types of Business • Types of Business Ownership
	ECONOMICS AND BANKING (Chapter. 2)
	<ul style="list-style-type: none"> • The Basic of Economics • Determining Price (Supply and Demand) • Degree of Competition • Economic Indicators • Government and The Economy
	ETHICS IN BUSINESS (Chapter. 3)
	<ul style="list-style-type: none"> • Ethics: The Basic • Personal Ethics Meets Business Ethics • Corporate Social Responsibility • Dangers of a Weak Ethical Focus • Business Opportunities Created by Ethical Needs • How Business Develop and Ethical Environment
	BUSINESS IN A GLOBAL ECONOMY (Chapter. 4)
	<ul style="list-style-type: none"> • What is Globalization • International Trade • Free Trade and Protectionism • Conducting Business Internationally • International Business: Economic Factors and Challenges • Creating Successful International Business
	SMALL BUSINESS AND THE ENTREPRENEUR (Chapter. 5)
	<ul style="list-style-type: none"> • Small Business • Entrepreneurs and the American Dream • Buying Franchises and Existing Business • The Risk of Small Business and where to get help • Financing Consideration
	FORMS OF BUSINESS OWNERSHIP (Chapter.6)
	<ul style="list-style-type: none"> • Sole Proprietorships • Partnerships • Corporations • Alternative Business Arrangements • Merger and Acquisitions

	BUSINESS MANAGEMENT AND ORGANIZATION (Chapter.7) <ul style="list-style-type: none"> • The Foundation of Management • The Functions of Management <ul style="list-style-type: none"> - Planning - Organizing - Controlling
	MOTIVATION, LEADERSHIP AND TEAMWORK (Chapter.8) <ul style="list-style-type: none"> • Motivation • Leadership • Teamwork

Requirements
<ul style="list-style-type: none"> ▪ Each student can have only one make-up exam. One who misses an exam should provide a medical report or a valid excuse within 3 days after the missed exam. The make-up exam will be done at the end of the term and will cover all the topics. No make-up exam will be given for the quizzes. ▪ Students who do not pass the course and fail to attend the lectures regularly may be given NG grade. ▪ Instructions for the submission of assignments will be posted on the course site. It is each student's responsibility to read and follow the instructions. Failure to follow the submission instructions may result in the assignment receiving a mark of zero.

Evaluation and Grading	8 Class Works	Homework	Attendance	Midterm Exam	Final Exam
Percentage	24 %	6%	10%	30%	30 %

Grading Criteria *											
A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
90 -100	85 - 89	80 - 84	75 - 79	70 - 74	65 - 69	60 - 64	56 - 59	53 - 55	50 - 52	40 - 49	0 – 39

* Letter grades will be decided upon after calculating the averages at the end of the semester and distribution of the averages will play a significant role in the evaluation of the letter grades.