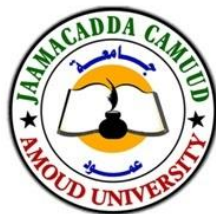
  
**AMOU UNIVERSITY**  
**“A Vehicle for Peace and Development”**  
**AMOU UNIVERSITY**



**FACULTY OF BUSINESS AND PUBLIC ADMINISTRATION**  
**BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME**

ACADEMIC YEAR 2015/ 2016

**COURSE DESCRIPTION**

<b>BIT 2101</b>	<b>Introduction to Business</b>
Contact Hours	48
Pre-requisite	N/A
Purpose/Aim	The course is designed to provide students with the ability to understand the nature and scope of the business, business functional areas and ownership. The course will also cover the role of government to business activities and the concept of company’s social capital responsibility.
Course Objective	The course will help the students to achieve the following objectives: <ul style="list-style-type: none"> <li>▪ Understanding the nature and scope of a business</li> <li>▪ Determine the best type of business ownership</li> <li>▪ Integrate the key business functional areas</li> <li>▪ Appreciate the role of government in business</li> <li>▪ To assess the companies’ social responsibility in a given social setting</li> </ul>
Indicative Learning Outcomes	Students should be able to <ul style="list-style-type: none"> <li>▪ Describe the nature and business scope</li> <li>▪ Evaluate different types of business ownership</li> <li>▪ Asses the role of companies to given social settings</li> </ul>
Intellectual, Practical and Transferable Skills	<ul style="list-style-type: none"> <li>▪ Problem solving skills</li> <li>▪ Analytical</li> <li>▪ Team work</li> <li>▪ Communication</li> </ul>
Course Content	Nature and scope of business, business ownership, sole proprietors hip, partnership, co-operatives, joint stock companies and multinationals, functional areas of the business such as marketing, finance, production, human resources, business environment, role of government in business, business ethics, social capital responsibility , regional and international trade agreements.
Learning & Teaching Methodologies	Lectures, tutorials
Instructional Materials/Equipment	<ul style="list-style-type: none"> <li>▪ Use of case studies</li> <li>▪ Class discussions</li> </ul>



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	<ul style="list-style-type: none"> <li>▪ Straight lecture</li> <li>▪ Group presentations</li> </ul>		
Course Assessment	The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests. Each course in the program shall be assessed on the basis course work and final examination represented as:		
	<b>Type</b>	<b>Weighting (%)</b>	
	Final Examination	60	
	Mid Term Examination	20	
	Assignment	10	
	Attendance	10	
	Total	100	
	The minimum mark required to pass is 50, this includes course work and final examination. Each course in the program is allowed a maximum of three hours for final examination.		
Recommended Reading	<b>Title</b>	<b>Author</b>	<b>Publisher</b>
	Modern Business Administration	Appleby,R.C. (1994)	
	School Business Administration: Planning Approach	Hack,W.G. Candoli,C.I. and Ray,J.R. (1994)	
	Writing at Work: A Guide to Better Writing Administration, Business and Management	Barrass,R. (2002)	
	Business Administration and Management (Information Technology & Accountancy Library)	Batty,J. (2002)	
	Business Administration and Management	Deverell,C.S. (1985)	
	Business Administration and Management	Phophalia,A.K. (1997)	
	Office organization and management (Business administration ... La Salle extension university)	Parsons,C.C. (1922)	
	Business policy and strategy (The Goodyear series in administration and business management).	Chang,Y.N. (1980)	
Additional Reading	Administrative organization (a thorough analysis of organization problems in administration and business management ...combines traditional and behavioral points of view)	McDonald,P.J. and Sherwood,F.P (1960)	
Other Support Material	A variety of multimedia systems and electronic information resources as prescribed by the lecturer. Various application manuals, URL search and journals.		