

## INTRODUCTION TO BUSINESS

Academic level - Bachelor

Syllabus

III 2.5

BUS -111

Speciality - 073 «Management»

Educational programs – «IT Management»

Quarter/Year: Fall/2023

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Prerequisites: none

ECTS Credits: 6

US Credits: 3

### Course Description

This course is designed to give a student a broad understanding of the activities involved in the operation of a business. After this course, the students will be able to analyze these issues and think critically about them. This course provides students with an opportunity to develop a business vocabulary and advance critical and analytical thinking in solving business issues. Business is viewed first by examining national and global factors that influence its development, followed by an exploration of its internal organization. Students will analyze major issues associated with the management functions of marketing strategy, accounting, information systems, and operations. In addition, this course allows students to discuss business ethical issues as well as explore opportunities and challenges of starting a new business.

### Course Outcomes

Upon successful completion of this course students will be able to:

PH1. Responsibly treat professional self-improvement, realizing the need for lifelong learning, show tolerance and readiness for innovative changes.

PH3. Use modern information and communication technologies, software packages for general and special purposes.

PH4. Systematize and streamline the information received on the processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations, considering the peculiarities of the national and international environment.

PH6. Plan, organize, motivate, evaluate and increase the effectiveness of teamwork, conduct research in a group under the leadership of a leader, taking into account today's requirements and features in a limited time.

PH7. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results.

PH8. Understand, highlight and describe new phenomena, processes and trends of global development, mechanisms and tools for the implementation of economic policy and world integration / disintegration processes, including Euro-Atlantic integration.

PH9. Understand and be able to apply, in accordance with other requirements of the educational program, modern theories and methods of solving specialized complex problems and practical problems in the field of international trade in goods and services, international capital flow, international monetary and financial relations, mobility of human resources, international technology transfer.

PH11. Substantiate own opinion regarding the specific conditions for the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

PH12. Carry out a comprehensive analysis of complex economic systems, compare and contrast their components, evaluate and justify evaluations of the effectiveness of their functioning.

PH16. Demonstrate knowledge about the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, natural sciences.

PH18. Investigate economic phenomena and processes in the international sphere based on an understanding of categories, laws; highlighting and summarizing trends, patterns of functioning and development of the world economy, taking into account the cause-effect and space-time relationships.

PH22. Apply appropriate methods, rules and principles of functioning of international economic relations for the development of foreign economic activity of Ukraine.

PH23. Recognize the need for lifelong learning in order to maintain a high level of professional competence.

PH24. Substantiate the choice and apply information and analytical tools, economic and statistical calculation methods, complex analysis techniques and methods of monitoring world markets.

PH25. Present the results of the research on the basis of which recommendations and measures for adaptation to changes in the international environment are developed.

## **Competencies**

3K2. Ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology, use different types and forms of motor activities for active recreation and a healthy lifestyle.

3K3. Ability to learn and be modernly trained.

3K12. Knowledge and understanding of the subject area and understanding of professional activity.

CK4. Ability to substantiate the peculiarities of international economic relations forms implementation on mega-, macro-, meso- and micro-levels.

CK11. Ability to conduct research on economic phenomena and processes in the international sphere, taking into account causal and spatio-temporal relationships.

**Internationality:** The course is devoted to study foundations of business due to the cultural, economic, environmental, and political characteristics. Thus, students can estimate the development gap among different political, economic and social models. Moreover, a great number of practical cases face students with current global trends on the regional levels.

## **Communications**

For individual issues, students should contact the professor **ONLY** by given e-mail or by Moodle. In the Subject line they should put: **UACUFirstNameLastName**. E-mail messages will normally be answered within 24 hours.

**Note!** Only emails sent from the student's corporate email address will be answered.

**Attention!** Official and only language used for assessment activities is English. Official and only languages used for communication within the University are Ukrainian and English.

## **Student Responsibilities**

### **Time Commitment**

The study of technical courses is cumulative (i.e., an understanding of earlier material is necessary to grasp concepts covered later). Past experience has shown a high correlation between procrastination and low grades. Students must be committed to completing tasks on time.

### **Technical Aspects**

The student is obliged to provide himself/herself with all the necessary technical equipment for the educational process (laptop or computer, webcam, headsets or headphones and microphone), as well as access to the Internet. Only students signed-in with their own first and last name are allowed into video lectures in Zoom.

### **Grading Policy**

The course is based on mastery of course outcomes. Student grades for this course will be calculated based on performance.

**Note:** the minimal grade to pass a subject is 60%.

### **Graduate Grading Guidelines**

The assignment of a letter grade for a course is an indication of the student's overall success in achieving the learning outcomes for the course. The course letter grade may be viewed as a summary statement of the student's achievement in individual assessments (assignments & activities). These assessments are intended to identify for students their strengths as well as those areas in need of improvement. Student work is assessed according to the guidelines below.

### **Course-level Grading guidelines:**

| Grade      | ECTS Grade | International Grade                           |
|------------|------------|---|
| 90% - 100% | <b>A</b>   | 5 (Excellent)                                 |
| 83% - 89%  | <b>B</b>   | 4 (Very Good)                                 |
| 75% - 82%  | <b>C</b>   | 4 (Good)                                      |
| 70% - 74%  | <b>D</b>   | 3 (Good)                                      |
| 60% - 69%  | <b>E</b>   | 3 (Acceptable)                                |
| 35% - 59%  | <b>FX</b>  | Not acceptable, possible repetition of course |

### Criteria for grading:

| ECTS grade | Requirements for the student   |
|------------|--|
| A          | The student demonstrated a comprehensive systemic and in-depth knowledge of program material; processed basic and additional literature; obtained a solid grasp of the conceptual apparatus, methods, techniques and tools provided by the program; found creative abilities in the presentation of the educational program material both on this issue and on related modules of the course and related courses, or the student had a current control of 90-100 points. |
| B          | The student demonstrated good knowledge of program material; processed the basic literature, mastered the conceptual apparatus, methods, techniques and tools provided by the program, but with some inaccuracies  |
| C          |  |
| D          | The student showed mediocre knowledge of the core program material; learned information mainly from a lecture course or just one textbook; mastered only certain methods, techniques and tools provided by the program   |
| E          |  |
| FX         | The student has significant gaps in knowledge of the main program material; fragmentary mastered the basic concepts, techniques and tools; significant mistakes are made when using them   |

Maximum total possible points - **700** points incl. (midterm and final exam are **60%** of overall evaluation, where Midterm – **20%** and Final – **40%**)

Test / Assignment / Project – **280** points (every week / several times during the course)

Midterm exam – **140** points

Final exam - **280** points

### Assignment Format

- All work should be shown in time. If the student misses the deadline – the task is failed
  - Assignments (projects) should be done in Word MS/PPT, contain an introduction, main part, conclusions, and references. The volume up to 15 pages.
  - Midterm covered topics from previous lectures (modules 1-7). It included multiple choice questions and cases (essays) and took about **60 minutes**.
  - The final exam covered all course material and included multiple choice questions and cases (essays). It lasts for **70 minutes**.
  - After the Midterm and Final is graded a student has access to the grade only. Access to the attempt, corrects answers and information whether the answer is correct cannot be granted.
- Student Workload.

It is assumed that for each out of 17 class sessions a student spends about 10.5 academic hours of work. This includes 3.5 academic hours of lectures with the instructor and 7 academic hours of personal work. Personal work includes working with the book and assignments, projects.

Please pay attention that 1 academic hour equals to 40 minutes.

### **Assignment Format**

- All work should be shown in time. If the student misses the deadline – the task is failed.
- Midterm covered topics from previous lectures (weeks 1-6). It included multiple choice questions and cases (essays) and took about 1.5 hours.
- The Final exam covered all course material and included multiple choice questions and cases (essays). It lasts for 1.5 hours. Admission to the Final exam is possible only if all the tasks of the curriculum are covered.
- After the Midterm and Final is graded a student has access to the grade only. Access to the attempt, corrects answers and information whether the answer is correct cannot be granted.

### **Academic dishonesty**

- Academic integrity is submitting one's own work and properly acknowledging the contributions of others. Forms of academic dishonesty include:
  1. Plagiarism – submitting all or part of another's work as one's own in an academic exercise such as an examination, a computer program, or a written assignment.
  2. Cheating – using or attempting to use unauthorized materials on an examination or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) copies of an examination or answers to an examination. Including the use of artificial intelligence and pre-prepared answers to the questions of tasks is prohibited (unless otherwise specified in the task itself or allowed by the instructor).
  3. Facilitating Academic Dishonesty – helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.
  4. Fabrication — altering or transmitting, without authorization, academic information or records.

Any violation of these rules constitutes academic dishonesty and is liable to result in a failing grade and disciplinary action. In case of any academic dishonesty a student is not allowed to continue or retake the assessment activity and for the Final the unsatisfactory grade (“0”) is assigned for the course total. Cases of the academic dishonesty are not considered by the Academic Council.

Midterm and Final are valid only if they are taken on-campus (room defined by the dean's office) and on UACU's computer/laptop or online on the student's computer/laptop using Zoom and other conditions defined by the dean's office to avoid the cases of academic dishonesty. Students who will not meet this requirement will be expelled from the course with grade “0”.

In case of missed Midterm or Final exam (for a valid reason like sickness or an emergency) a request to repeat the exam is possible. Permit to repeat a midterm or final exam is done through a letter to the dean's office with request and approval of subject lecturer.

- Submission or retaking of any assessment activities after deadlines are forbidden.

### Submission & Return Policy

Assignments must be submitted to the professor on or before the due date indicated in the Course Schedule. The assignments submitted after the due dates receive zero points.

### Schedule

| Module #  | Research Projects  | Assignments Due                      | Points   |
|-----------|--|--------------------------------------|----------|
| Module 1  | Topic 1 Taking Risks and Making Profits within the Dynamic Business Environment  | Individual Class Task                | 8        |
| Module 2  | Topic 2 Understanding Economics and How It Affects Business  | Individual Tasks                     | 8        |
| Module 3  | Topic 3 Doing Business in Global Markets   | Individual Quiz<br>Test              | 10<br>8  |
| Module 4  | Topic 4 Demanding Ethical and Socially Responsible Behavior  | Individual Tasks                     | 12       |
| Module 5  | Topic 5 Business Ownership: Starting a Small Business (Part I)<br>How to Form a Business   | Individual Quiz                      | 12       |
| Module 6  | Topic 6 Business Ownership: Starting a Small Business (Part II)<br>Entrepreneurship and Starting a Small Business  | Test                                 | 8        |
| Module 7  | Individual Project   | Group Presentation +<br>Group Report | 50       |
|           | Midterm Exam (20%)   |                                      | 140      |
| Module 8  | Topic 7 Business Management: Empowering Employees to Satisfy Customers (Part I)<br>Management and Leadership   | Individual Tasks                     | 10       |
| Module 9  | Topic 8 Business Management: Empowering Employees to Satisfy Customers (Part II)<br>Structuring Organizations for Today's Challenges                       | Individual Class Task                | 16       |
| Module 10 | Topic 9 Business Management: Empowering Employees to Satisfy Customers (Part III)<br>Production and Operations Management                                  | Individual Quiz<br>Test              | 18<br>15 |
| Module 11 | Topic 10 Marketing: Developing and Implementing Customer-Oriented Marketing Plans (Part I)<br>Applying the marketing Mix<br>Product and Pricing Strategies | Individual Tasks                     | 12       |
| Module 12 | Topic 11 Marketing: Developing and Implementing Customer-Oriented Marketing Plans (Part II)<br>Distribution Strategies                                     | Individual Class Task<br>Test        | 12<br>17 |

|                  |   |                                      |                        |
|------------------|---|--------------------------------------|------------------------|
|                  | Promotion Strategies                        |                                      |                        |
| <b>Module 13</b> | Topic 12 Information Systems and Accounting | Individual Quiz                      | <b>14</b>              |
| <b>Module 14</b> | Topic 13 Managing Risk                      |                                      |                        |
| <b>Module 15</b> | Group Project                               | Group Presentation +<br>Group Report | <b>40</b><br><b>10</b> |
|                  | <b>Final Exam (40%)</b>                     |                                      | <b>280</b>             |

**Total: 700**

### Recommended Materials

Nickels, W. G., McHugh, J., & McHugh, S. (2018). Understanding Business 12th ed. Irwin, McGraw-Hill New York

The Economist at <http://www.economist.com/>

The Guardian at <https://www.theguardian.com>

The New York Times at <https://www.nytimes.com> Wall Street Journal at <http://online.wsj.com/public/us>

Far Eastern Economic Review at <http://www.feer.com> International Trade Association at <http://www.ita.doc.gov>

World Bank at <http://www.worldbank.org> International Monetary Fund at <http://www.imf.org>

Current country information at <https://www.cia.gov/library/publications/the-world-factbook/>

European Union at <http://www.europa.eu.int> World Export-Import Bank of the United States at <http://www.exim.gov>

Global Edge <http://globaledge.msu.edu/>

*\* The above schedule and procedures are subject to change in the event of extenuating circumstances.*

Протокол засідання кафедр № 4 від 22.08.2023 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Зав.кафедри



Л.В.Жарова

Викладач



Р.З.Любачівська





