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INTRODUCTION TO BUSINESS

Syllabus

III 2.5

BUS -111

Speciality - D3 «Management»

Educational programs – «Digital management»

Quarter/Year: Fall/2025

Instructors: Roksoliana Liubachivska

Contact information:

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ECTS Credits: 6

US Credits: 3

Prerequisites: -

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. Know personal rights and responsibilities as a member of society, be aware of the values of civil society, the rule of law, human and civil rights and freedoms in Ukraine.

PH2. Keep the moral, cultural, scientific value and increase the achievements of society, using different types and forms of physical activity for maintaining a healthy lifestyle.

PH3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.

PH4. Demonstrate skills to identify problems and justify management decisions.

PH8. Apply management methods to ensure the effectiveness of the organization.

PH12. Assess the legal, social and economic consequences of the organization.

PH14. Identify the causes of stress , adapt yourself and the members of the team to the stressful situation, finding ways to neutralize it.

PH15. Demonstrate the ability to act socially responsibly and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturalism.

PH16. Demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.

Competencies

3K.1. Ability to realize their rights and responsibilities as a member of society, to understand the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.

3K.2. 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.

3K.3. Ability to abstract thinking, analysis, synthesis.

3K.4. Ability to apply knowledge in practical situations.

3K.9. Ability to learn and master modern knowledge.

3K.13. Appreciation and respect for diversity and multiculturalism.

3K.15. Ability to act on the basis of ethical considerations (motives).

CK.6. The ability to act socially responsibly and consciously.

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.

Students are responsible for following the schedule, attending classes, completing assignments on time and to the required standards, and maintaining

academic integrity. These responsibilities are not open for discussion with instructors or the dean's office.

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% (70% for Master's courses).

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%	A	5 (Excellent)
83% - 89%	B	4 (Very Good)
75% - 82%	C	4 (Good)
70% - 74%	D	3 (Good)
60% - 69%	E	3 (Acceptable)
35% - 59%	FX	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,
C	

	methods, techniques and tools provided by the program, but with some inaccuracies
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 **50%** of overall evaluation, where Midterm – **20%** and Final – **30%**)

Test / Assignment / Project – **350** points (35-40% of the total for the course are tasks taken or presented exceptionally during the class)

Midterm exam – **140** points

Final exam - **210** points

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. Assignments (projects) should be done in Word MS/PPT, contain an introduction, main part, conclusions, and references. The volume up to 20 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.

Academic dishonesty

· Academic integrity is submitting one's own work and properly acknowledging the contributions of others. Forms of academic dishonesty include:

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 written assignment.

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).

Facilitating Academic Dishonesty — helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.

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

Lecture	Research Projects	Assignments Due	Points
1	Topic 1 Taking Risks and Making Profits within the Dynamic Business Environment	Individual Class Task	10
2	Topic 2 Understanding Economics and How It Affects Business	Individual Class Task	15
3	Topic 3 Doing Business in Global Markets	Individual Class Task	15
		Test	20
4	Topic 4 Demanding Ethical and Socially Responsible Behavior	Individual Class Task	15

5	Topic 5 Business Ownership: Starting a Small Business (Part I) How to Form a Business	Individual Class Task	15
6	Topic 6 Business Ownership: Starting a Small Business (Part II) Entrepreneurship and Starting a Small Business	Test	20
7	Individual Project	Group Presentation + Group Report	50
	Midterm Exam (20%)		140
8	Topic 7 Business Management: Empowering Employees to Satisfy Customers (Part I) Management and Leadership	Individual Class Task	15
9	Topic 8 Business Management: Empowering Employees to Satisfy Customers (Part II) Structuring Organizations for Today's Challenges	Individual Class Task	20
10	Topic 9 Business Management: Empowering Employees to Satisfy Customers (Part III) Production and Operations Management	Individual Class Task Test	20 20
11	Topic 10 Marketing: Developing and Implementing Customer-Oriented Marketing Plans (Part I) Applying the marketing Mix Product and Pricing Strategies	Individual Class Task	15
12	Topic 11 Marketing: Developing and Implementing Customer-Oriented Marketing Plans (Part II) Distribution Strategies Promotion Strategies	Individual Class Task Test	15 20
13	Topic 12 Information Systems and Accounting	Individual Class Task	15
14	Topic 13 Managing Personal Finance and Investing		
15	Group Project	Group Presentation + Group Report	50
	Final Exam (30%)		210

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 26.08.2025 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Зав.кафедри



Л.В.Жарова

Викладач



Р.З.Любачівська

