



58/11/A, Panthapath, Dhaka-1205

Summer Semester, 2016

Faculty	Business Administration		
Program	BBA		
Course Code	BUS 105		
Course Title	Introduction to Business		
Course Instructor	MD. EDRICH MOLLA JEWEL Lecturer Department of Business Administration E-Mail: jewelmolla77@gmail.com Victoria University of Bangladesh		
Status	Compulsory		
Credit Hours	3 Credit hours		
Teaching Methodology	Class Attendance Work sheet Assignment Mid-Term Final-Term		
Evaluation Method	Worksheet (Including Class Attendance & 4 Class Test).....25% Assignment & Presentation (Two).....10% Mid-Term Test.....25% Final Examination.....40%		
Grading System	Numerical Grade	Letter Grade	Grade Point
	80% and above	A+ (A Plus)	4.00
	75% to less than 80%	A (A Regular)	3.75
	70% to less than 75%	A- (A Minus)	3.50
	65% to less than 70%	B+ (B Plus)	3.25
	60% to less than 65%	B (B Regular)	3.00
	55% to less than 60%	B- (B Minus)	2.75
	50% to less than 55%	C+ (C Plus)	2.50
	45% to less than 50%	C (Regular)	2.25
	40% to less than 45%	D (Regular)	2.00
	Less than 40%	F (Fail)	0.00
Course Objective	This course is designed to be a showcase source for the business students, surveying business topics, issues and practices. Students will be introduced to each of the functional areas of business, including marketing, accounting, finance, operation, human resource management, and the business intelligence. The course is designed to help students appreciate the interrelationship of these business functions and more generally the role and context of business in society..		
Books	Text Book: Introduction to Business by Skinner		

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Class No.:	Course Contents
1 st & 2 nd	<p>Chapter 1: The Dynamics of Business and Economics (The Nature of Business, The Economic foundations of Business: Economic Systems, The Free enterprise systems, The force of Supply and Demand, The Nature of Competition, Economic Cycles and Productivity)</p>
3 rd	<p>Chapter 2: Business Ethics and Social Responsibility (The Role of Ethics in Business: recognizing ethical issues in Business, Making decisions about Ethical issues, Improving Ethical behavior in Business; The Nature of Social Responsibility)</p>
4 th & 5 th	<p>Chapter 3: Business in Borderless World (The Role of International Business; International Trade Barriers; Trade Agreements, Alliances and Organizations; Getting Involvement in International Business; International Business Strategies)</p>
6 th	<p>Chapter 4: Managing Information Technology and E-business (Managing Information: Managing Information Systems, Collecting Data; The Internet: Internet Users, Internet Uses, Emerging technologies; E-Business: The Nature of E-business, E-business Models, CRM; Legal and Social Issues: Privacy, Spam, Identity Theft)</p>
7 th & 8 th	<p>Chapter 5: Options for Organizing a Business (Sole Proprietorships; Partnerships: Types of Partnership, Articles of Partnership, Advantages and disadvantages of Partnership; Corporations: Creating a Corporation, Types of Corporations, Elements of Corporation, Advantages and disadvantages of Corporations, Other types of Ownership)</p>
9 th	<p>Class Test & Presentation</p>
10 th	<p>Chapter 6: Small Business, entrepreneurship, and Franchising (The Nature of Entrepreneurship and small Business: What is a Small business? The role of Small Business, Industries that attract Small business, Advantages and Disadvantages of Small- Business Ownership; Starting a Small business)</p>
11 th	<p>Chapter 7: The Nature of Management (Importance of Management; management functions: Planning, Organizing, Staffing, Directing, Controlling; Types of Management: Levels of Management, Areas of Management; Skills Needed by Managers: Leadership, Technical Expertise, Conceptual Skills, Analytical Skills, Human Relation Skills)</p>
12 th	<p>Chapter 8: Organization, teamwork, and Communication (Organizational Cultural, Developing Organizational Structure, Assigning Tasks, Assigning Responsibility, Forms of Organization Structure, The role of Groups and Teams in organizations, Communicating in Organization)</p>

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13th & 14th	Chapter 9: Managing Service and Manufacturing Operations (The nature of Operations Management, Planning and designing Operations Systems, Managing The Supply chain, Managing Quality)
15th	Chapter 10: Motivating the Workforce (Nature of Human Relations, Historical Perspectives on Employee Motivation, theories of Employee Motivation, Strategies for Motivating Employees)
16th & 17th	Chapter 11: Managing Human Resources (The Nature of Human Resources management, Planning for Human Resources needs, Recruiting and Selecting new Employees, Developing the Workforce, Compensating the Workforce, Managing the Unionized Employees, The Importance of Workforce Diversity)
18th	Chapter 12: Customer-Driven Marketing (Nature of Marketing, Developing Marketing Strategy, Marketing Research and Information Systems, Buying Behavior, The Marketing Environment)
19th & 20th	Chapter 13: Dimensions of Marketing Strategy (Product Strategy, Pricing Strategy, Distribution Strategy, Promotion Strategy)
21st	Chapter 14: Money and Financial System (Money in the Financial System, Bangladesh Financial System)
22nd	Chapter 15: Accounting and Financial Statements (The Nature of Accounting, The Accounting Process, Financial Statements, Ratio Analysis)
23rd	Class Test & Presentation
24th	Chapter 16: Financial management and Securities markets (Managing current Assets and Liabilities, Managing Fixed Assets, Financing with Long – Term Liabilities, Financing with Owners’ Equity, Investment Banking, Security Markets)