

COURSE CODE BAC.EAINA.OTBUS.1000	COURSE NAME Introduction to Business		
Credits	EAI Credits 6	/ ECTS Credits 12	
Student Workload	Contact Hours	Personal and/or Team Work	Evaluation
	39	40	
Teaching Language	English		
Prerequisite			
Teaching Period	Fall 2015 Class meets: Monday 4-7, Tuesdays 1-4, Wednesday 1-4, Friday 4-7 (if sufficient enrolment)		
Department			
Course Coordinator	Natasha AZARIAN, PhD - natasha.azarian@skema.edu		
Instructor(s)	Multiple Speakers		
Evaluator(s)	Multiple Speakers		
Course Description	A broad and general knowledge of the world of business is essential in today's world. This introductory course will acquaint students with general knowledge necessary to function in a business environment. Students will acquire and employ crucial vocabulary and key concepts which are pertinent in the business domain. The course is taught by experts in various fields such as: finance, marketing, global business, event management, e-business and entrepreneurship. Throughout the course of the semester, students will have the opportunity to explore and examine various career options.		
Learning Outcomes	<p>Knowledge and Understanding (subject specific) The student is expected to Acquire the appropriate terms related to the business domain. Increase knowledge and understanding in the fields of global management, marketing, event management, e-business & entrepreneurship.</p> <p>Cognitive / Intellectual Skills (generic) The student is expected to : Synthesize information and see the conceptual relationships for various business fields.</p> <p>Key Transferable Skills (generic) The student is expected to : Monitor his or her own progress through lecture and quizzes.</p> <p>Practical Skills (subject specific) The student is expected to : Develop a conceptual framework to understand how intellectual & practical attributes can be applied in the professional world.</p>		
Course registered in the process Assurance of Learning AACSB	No		
Student Assessment	Written Examination 5 quizzes Self Assessment Evaluation To be turned in during finals week-otherwise c	Coefficient % 20% each (20% x 5)	
	Continuous Assessment Specialization Log		
Teaching Methods	Lectures		
References / Books	Required for the course CENGAGE Book of relevant chapters available through SMD Pride, Hughes & Kapoor 2015-Foundations of Business, 4th edition		Recommended references
Web Sites			

	<i>Date</i>	<i>Topics</i>
	Week 1	Introduction to course, read chapters 1: Exploring the World of Business & Economics (Natasha Azarian)
	Week 2	Chapter 2: Being Ethical and Socially Responsible (Anne Barraquier)
	Week 3	Chapter 3: Exploring Global Business (Tracy Jones to be confirmed)
	Week 4 & 5	Marketing (chapter 11) Christine Chenivresse Quiz # 1
	Week 6 & 7	Entrepreneurship (chapter 5) (Virgine Langlet and Gill Rosner) Quiz # 2
	Week 8 & 9	E-business (chapter 14) (Marc AUGIER) Quiz # 3
	Week 10 & 11	Accounting and Financial Management (chapter 15 & 16) (Guillaume Masquefa) Quiz # 4
	Week 12	Event Management (Chapter 1) (Katrin Heintschel)
	Week 13	Event Management (Mary Michaelides) Quiz #5 Self-assessment evaluation to be turned in during the week of finals in order for the course to be validated

Detailed Schedule