

Course unit title	Introduction to Business
Course unit code	MNU101
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	2021–2022
Semester/trimester when the course unit is delivered	1 st semester
Number of ECTS credits allocated	4.8 credits
Name of lecturer(s)	<ol style="list-style-type: none"> 1. Made Gitanadya Ayu Aryani, SE.,MSM (PJMK) 2. Mochammad Thanthowy Syamsuddin S.E., MAB. 3. Erika Sefila Putri S.M., M.S.M. 4. Zahrin Haznina Qalby, S.M., MSF.
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. At the end of the Introduction to Business course, students are expected to be able to implement, assemble and organize various aspects of business management from human resources, marketing, operations, and finance. (C3, A4, P4)
Mode of delivery (face-to- face, distance learning)	Face-To-Face
Prerequisites and co-requisites (if applicable)	—
Course content	<ol style="list-style-type: none"> 1. Business and the surrounding environment. 2. Various types of ethics and social responsibility in business. 3. Various global scale business methods. 4. Types of business ownership and entrepreneurship. 5. Management process. 6. Concept of a flexible organization. 7. Concept of producing quality goods and services. 8. Concept of the best employee management and employee and team motivation. 9. Concept of customer relations through effective marketing. 10. Concept of product creation and pricing. 11. Concept of product distribution and promotion. 12. Social media and e-business. 13. Concept of financial management
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> 1. Pride, William M., Hughes, Robert J. & Kapoor, Jack, R. 2019, Foundations of Business, 6th Ed., Cengage
Planned learning activities and teaching methods	<ol style="list-style-type: none"> 1. Lectures 2. Discussion 3. Assignment (material and case presentation)
Language of instruction	Bilingual, Bahasa Indonesia and English
Assessment methods	Assignment, Examination