

Course Title	Introduction to Business Management			
Course Code	MGMT108			
Course Type	Compulsory			
Level	Higher Diploma			
Year / Semester	1 <sup>st</sup> Year / 1 <sup>st</sup> Semester			
Teacher's Name	Costas Yerocostas			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	This course provides a survey of the business world. Topics include the basic principles and practices of contemporary business. Upon completion, students should be able to demonstrate an understanding of business concepts as a foundation for studying other business subjects. The course covers the following topics: The Environment of Business; Business Ownership and Entrepreneurship; Management and Organization; Human Resources; Marketing; Finance and Investment.			
\qaa	<p>Upon successful completion of this course, students are expected to:</p> <ul style="list-style-type: none"> <li>▪ Develop a basic understanding of the free enterprise system and other types of economic systems.</li> <li>▪ Understand how business ethics apply to customers and other stakeholders in the business environment.</li> <li>▪ Understand the basic forms of business ownership.</li> <li>▪ Gain a basic understanding of international business and the complexities of operating in a global environment.</li> <li>▪ Understand the basic functions of management and the skills required of managers working with different concepts of motivation.</li> <li>▪ Understand how a company utilizes human resource management to recruit, train, and retain employees.</li> <li>▪ Develop an understanding of the marketing concept and the various elements of the marketing mix.</li> <li>▪ Understand how businesses acquire and use capital.</li> <li>▪ Understand the concepts of accounting and the analysis of financial statements.</li> </ul>			
Prerequisites	None	Required	None	
Course Content	<ol style="list-style-type: none"> <li>1. The Environments of Business</li> <li>2. Business Ethics and Social Responsibility</li> <li>3. Entrepreneurship, New Ventures, and Business Ownership</li> </ol>			

	<ol style="list-style-type: none"> <li>4. The Global Context of Business</li> <li>5. Business Management</li> <li>6. Organizing the Business</li> <li>7. Operations Management and Quality</li> <li>8. Employee Behavior and Motivation</li> <li>9. Leadership and Decision Making</li> <li>10. Human Resource Management and Labor Relations</li> <li>11. Marketing Processes and Consumer Behavior</li> <li>12. Pricing, Distributing, and Promoting Products</li> <li>13. Information Technology for Business</li> <li>14. The Role of Accountants and Accounting Information</li> <li>15. Money and Banking</li> <li>16. Managing Finances</li> </ol>
Teaching Methodology	<p>Course topics are presented by a variety of teaching approaches including lectures, exercises, multimedia cases, homework case analysis and class presentations and discussions of assigned readings.</p>
Bibliography	<p><b>Compulsory Reading</b></p> <ul style="list-style-type: none"> <li>• Jenkins, Tessa (2000), Business basics: Organisational behaviour, a study guide for degree students, 3<sup>rd</sup>, BPP Publishing Ltd, ISBN: 0-7517-2132-8.</li> <li>• Carroll, Archie &amp; Brown, Jill &amp; Buchholtz, Ann (2017), Business &amp; Society: Ethics, Sustainability &amp; Stakeholder Management, 10th Edition, Cengage Learning, ISBN: 9781305959828</li> </ul> <p><b>Additional Reading</b></p> <ul style="list-style-type: none"> <li>• Kurtz, David L. (2009), Contemporary Business 2009, 12<sup>th</sup>, South - Western Cengage Learning, ISBN: 978-0-470-42580-0.</li> </ul> <p><b>Academic Articles</b></p> <ul style="list-style-type: none"> <li>• Macbeth, J., Carson, D. and Northcote, J. (2004) Social Capital, Tourism and Regional Development: SPCC as a Basis for Innovation and Sustainability, Current Issues in Tourism. Vol. 7, No. 6, Pp. 502-522 <a href="https://www.tandfonline.com/doi/abs/10.1080/1368350050408668200">https://www.tandfonline.com/doi/abs/10.1080/1368350050408668200</a></li> <li>• M. Isabella Leone &amp; Paola Belingheri (2017) The relevance of Innovation for Ethics, Responsibility and Sustainability. Industry and Innovation. Vol. 24, No. 5, Pp. 437-445. <a href="https://www.tandfonline.com/doi/full/10.1080/13662716.2017.1310036">https://www.tandfonline.com/doi/full/10.1080/13662716.2017.1310036</a></li> <li>• Fornes, G., Monfort, A., Ilie, C., Koo, C. K. and Cardoza, G. (2019) Ethics, Responsibility, and Sustainability in MBAs. Understanding the Motivations for the Incorporation of ERS in Less Traditional Markets, Sustainability. Vol. 11, Pp. 1-22. <a href="https://www.mdpi.com/2071-1050/11/24/7060">https://www.mdpi.com/2071-1050/11/24/7060</a></li> </ul>

Assessment	<ul style="list-style-type: none"><li>▪ Class participation 10%</li><li>▪ Assignments/Tests 20%</li><li>▪ Mid-term exam 20%</li><li>▪ Final exam 50%</li></ul>
Language	English