**MGT-111 Introduction to Business**

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| Resource Person: | Mr. Abdul Ghaffar |
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| Contact Hours: | TBA |
| Office Address: | 3N-08 (Main Building) |
| Programme: | Undergraduate |
| Section: | Sections A & B |
| Semester: | Spring 2022 |
| Course Pre-requisites: | None |
| Credit Hours: | 3 |
| Course Type: |  |
| Venue/Day/Time: |  |
| Course URL (if any): |  |

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| **Course Description:** |
| In every job, in every career, we use important business concepts. Whether you become professional managers, or Entrepreneurs, you will need good decision-making skills. Skills that will help students work with others in a professional manner, manage and organize their work, and manage other employees. This course introduces students to these concepts and shows how they enhance good business decision-making. Through lively examples, the course emphasizes key core skill areas including, Decision-Making and Planning, Teamwork, Technology, and Communication. It's up to the students to learn how to make the best decisions possible when they enter the business world.  This course offers a thorough presentation of business principles and also highlights emerging business trends in fields such as management, leadership, production, marketing and finance. Trends include shifts in economic policies in Pakistan, the global marketplace, the boom in the service sector, managing workforce diversity, new technology, and more. |

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| **Course Teaching Methodology:** |
| 1. Interactive Classes 2. Case based teaching 3. Class activities 4. Applied Projects 5. Experiential Learning |

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| **Programme Educational Objectives (POs):** | |
| PO-1 | To prepare students to take up careers in Marketing, Finance, Information Systems, Entrepreneurship, Management, International Business and Supply Chain Management in leading organizations |
| PO-2 | To prepare students to pursue high level education in variety of fields including MBA, MS / PhD, in various concentration areas not only in local universities but also in leading foreign universities as well. |
| PO-3 | To train the students to develop an understanding and appreciation of the global business environment. |
| PO-4 | To incorporate within the curriculum major emphasis on the development of students' fundamental learning skills, for example: reasoning and quantitative abilities; as well as communication and computing skills which they will need for responsible leadership roles in their careers. |
| PO-5 | To meet the demand of corporate world for managers who are equipped with business knowledge and are able to cope with constantly rising business needs. |

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| **Programme Learning Outcomes (PLOs):**  **After completing this degree programme, students shall be able to:** | | |
|  | | **Mapping the PLOs with POs** |
| PLO-1 | Understand the Concepts related to Business and subject matter | PO1 |
| PLO-2 | Develop understanding about multiple facets and domains of business environment | PO2 |
| PLO-3 | Acquire the Knowledge to allow for the graduates to understand how the international community works and what type of solutions are needed in dynamic global business world | PO1, PO4 |
| PLO-4 | Able to understand the internal and external environment; How it operates and affects the business environment. Create solutions to provide answers for the new and challenging solutions prevalent within the business world | PO1, PO4 |
| PLO-5 | Understand the National and International political economics and its effects on the business World. Be up to speed to create the impact that is needed at the time for the organizations | PO1, PO5 |

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| **Course Objectives (COs)** | |
| CO-1 | Explain the basic concepts of business and its operating environments. |
| CO-2 | Understand the variable prevalent in the micro and macroeconomic environment of business and their effect on business operation. |
| CO-3 | The structures and functions of a business organization. |
| CO-4 | Create an understanding of the business trends in domestic as well as international marketplace |
| CO-5 | Entrepreneurship and its operating modalities in terms with financial and strategic requirements |
| CO-6 | Fulfil the corporate social responsibility of organizations including ethics and norms. |

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| **Course Learning Outcomes (CLOs):**  **After completing this course, students shall be able to:** | | |
|  | | **Mapping the CLOs with PLOs** |
| CLO-1 | Students must be able to know different concepts of business and how does a business operate in today’s dynamic environment with respect to micro and macroeconomics. | PLO1 |
| CLO-2 | It is also expected that students must be able to know basic functions of organizations which help them to operate in domestic as well as international marketplace. | PLO1, PLO2 |
| CLO-3 | Students must know that how contemporary trends in ethics are changing business practices. | PLO3 |
| CLO-4 | Students should be able to understand basic functions of a business including marketing, HR, Management, Accounting and Finance, Operations and Supply Chain, Information Technology | PLO1, PLO2, PLO4 |
| CLO-5 | Students must know that how these functional areas interact to ensure successful organizational operations. | PLO5, PLO4 |

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| **Assurance of Learning and Assessment Items:**  *Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs* | |
| **Assessment Item** | **Application/ Objectives**  **PLO / CO / CLO** |
| Assignments | **PO1, PO3, PO5 CO1 to CO6, CLO1 to CLO5, PLO1, PLO4, PLO5** |
| Quizzes | **PO1, PO3, PO5 CO1 to CO6, CLO1 to CLO5, PLO1, PLO4, PLO5** |
| Mid Term Exam | **PO1, PO3, PO5, PLO1, PLO2, PLO5** |
| Final Project | **PO2, PLO3, CLO4, CLO5** |
| Presentation | **PO2, PLO3, CLO4, CLO5** |
| End Term Exam | **PO1, PO3, PO5, PLO1, PLO2, PLO5** |

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| **Assessment Structure and Grading Policy\*:** | | |
| **Assessment Item** | **Weight (%)** | **Execution Plan** |
| Assignments | 10% | Biweekly |
| Quizzes | 10% | Biweekly |
| Final Project | 10% | 4th to 15Th Week |
| Presentations | 5% | 14th and 15th Week |
| Mid-term exam | 25%-30% | One-time assessment |
| Class Participation | 5% | 1st to 16th Week |
| Final exam | 30%-35% | One-time assessment |
| **Total** | **100** |  |
| **Notes – Norms and Important Class Policies:**  *(such as submission guidelines, academic honesty, make-up policy, code of conduct)*   * Be On Time   You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.   * Mobile Policy   **TURN OFF YOUR MOBILE PHONE!** It is unprofessional to be texting or otherwise.   * Email Policy   **READ YOUR EMAILS!** You are responsible if you miss a deadline because you did not read your email. Participants should regularly check their university emails accounts regularly and respond accordingly.   * Class Attendance Policy   A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade ‘F’ (Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.   * Withdraw Policy   Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student. A Student withdrawing after the 12th week shall be automatically awarded “F” grade which shall count in the GPA.   * Moodle   UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit <http://oit.umt.edu.pk/moodle>. For further query send your queries to [moodle@umt.edu.pk](mailto:moodle@umt.edu.pk)   * Harassment Policy   Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.   * Use of Unfair Means/Honesty Policy   Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.   * Plagiarism Policy   All students are required to attach a “Turnitin” report on every assignment, big or small. Any student who attempts to bypass “Turnitin” will receive “F” grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat “Turnitin”, he/she will receive a second “F” that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.   * Communication of Results   The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course. | | |

*\*Rubrics for all assessments (including mid and final exams) will be provided separately to the students.*

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| **Weekly Sessions Plan:** | | | |
| **Week** | **Topics / Contents** | **Activity** | **Application/Objectives**  **PLO / CO / CLO** |
| 1 | **Chapter 1:**  Developing a Business Mindset | Lecture (ice breaking) as well as class discussions | PO1, CO1, CLO1, CLO2, PLO2 |
| 2 | **Chapter: 2**  Understanding Basic Economics | Lecture  Group Discussion | CO2 |
| 3 | **Chapter: 4**  Business Ethics and Corporate Social Responsibility | Lecture  Group Discussion  Advance case for next class  Quiz 1 / Assignment 1 | PO3, CO6, CLO3 |
| 4 | **Chapter 3:**  The Global Marketplace | Lecture  Group Discussion | PO3, PLO3, PLO4, PLO5, CO4 |
| 5 | **Chapter 5:**  **Forms of**  **Ownership** | Lecture  Group Discussion  Quiz 2 / Assignment 2 | PO1, PLO2, CO1, CO3, CLO2 |
| 6 | **Chapter 6:**  Entrepreneurship and Small-Business Ownership | Lecture  Discussion of success stories of entrepreneurs | PO1, PLO1, PLO2, CO3, CO4, CO5, CLO1, CLO2, CLO4 |
| 7 | **Chapter 7**  Management Roles, Functions, and Skills | Lecture  Discussion  Quiz 3 / Assignment 3 | CLO5, PLO2, |
| 8 | **Mid Term Exam** | **Mid Term Exam** |  |
| 9 | **Chapter 11**  Human Resources Management | Lecture  Discussion | PO1, CO3, CLO2, CLO4 |
| 10 | **Chapter 9**  Production Systems | Lecture Discussion  Quiz 4 / Assignment 4 | PO1, PLO1, CO1, CLO2, CLO4 |
| 11 | **Chapter 13**  The Art and Science of Marketing | Lecture Discussion  Video Cases | PO1, PLO1, PLO3, CO3, CLO4 |
| 12 | **Chapter: 16**  **(Future of Business)**  **Using Technology to Manage Information** | Lecture  Discussion  Video Cases  Quiz 5 / Assignment 5 | PO1, PLO1, CO3, CLO3, CLO4, CLO5 |
| 13 | **Chapter 17**  Financial Information and Accounting Concepts | Lecture  Discussion  Quiz 6 | CLO4, CLO5,PO1, PLO1, CO1 |
| 14 | Final Project Presentations | Presentations |  |
| 15 | Final Project Presentations | Presentations |  |
| 16 | Final Project Presentations | Presentations |  |
| 17 | Final Term Examination |  |  |

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| **Primary Text Book (s):** |
| Business in Action,8th Edition, Pearson (2017) by Courtland L. Bovee, C. Allen Paul and John V. Thill, |

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| **Reference / Supplementary Reading (s):** |
| The Future of Business, 6th Edition, Lawrence J. Gitman, Carl McDaniel, Thompson Learning  Contemporary Business, 11th Edition or newer, Louis E. Boone, David L. Kurtz, Thompson Learning |

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| **Useful Online / Web Resources:** |
| * Daily Business Recorder * Websites of Pakistan and other Stock Exchanges * State Bank of Pakistan Website * Forbes * Websites with latest prices of different commodities * Business pages of different local news papers |