**Introduction to Business (MG111)**

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| **Resource Person:** | **Dr Irfan Amir** |
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| **Contact Hours:** | **45** |
| **Office Address:** | **Room 3N-08, Level 3, North Block, Main Building**  **Extension #: 3378** |
| **Programme:** | **BBA** |
| **Section:** | **A** |
| **Semester:** | **Spring, 2024** |
| **Course Pre-requisites:** | **None** |
| **Credit Hours:** | **3** |
| **Course Type:** | **In-person** |
| **Venue/Day/Time:** | **MC-01, Mondays and Thursdays, 12:30-01:45 p.m.** |
| **Course URL (if any):** | - |

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| **Course Description:** |
| The purpose of this course is to make students develop a comprehensive understanding of key concepts in business studies. Students will explore and examine various aspects of business and their interrelation with the business system. This is a foundation course that provides the basic knowledge about the nature and importance of business, its concepts, functions, and principles. |

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| **Course Teaching Methodology:** |
| 1. Interactive lecture. 2. Short case studies. 3. Group project. 4. Guest speaker. 5. Video lesson. |

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| **Program Objectives (POs):** | |
| PO-1 | To develop effective teamwork and leadership skills. |
| PO-2 | To inculcate critical thinking and effective decision-making skills. |
| PO-3 | To develop effective communication skills. |
| PO-4 | To polish core business knowledge and competence. |
| PO-5 | To expose to and inculcate ethical behavior and social responsibility. |
| PO-6 | To provide real-life work experiences. |
| PO-7 | To provide global perspectives. |

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| **Program Learning Outcomes (PLOs):**  **After completing this degree program, students shall be able to:** | | |
|  | | **Mapping the PLOs with POs** |
| PLO-1 | Work effectively in teams and understand group processes, leadership, conflict, power and culture in organization. | PO-1, PO-5, PO-6 |
| PLO-2 | Use analytical and reflective thinking techniques. | PO-2, PO-4, PO-6 |
| PLO-3 | Apply appropriate quantitative and qualitative techniques in solving business problems. | PO-2, PO-3, PO-4, PO-5, PO-6 |
| PLO-4 | Draft effective business documents and prepare and deliver effective oral business presentations using a variety of appropriate technologies. | PO-1, PO-3, PO-6 |
| PLO-5 | Demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum. | PO-4, PO-5, PO-6, PO-7 |
| PLO-6 | Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders. | PO-5, PO-6 |
| PLO-7 | Understand the dynamics of industry and understand business as an integrated system and apply strategic planning tools. | PO-2, PO-3, PO-6 |
| PLO-8 | Identify and analyze relevant global factors that influence decision making in an international business setting. | PO-6, PO-7 |

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| **Course Objectives (COs)** | |
| CO-1 | To describe the context and purpose of business. |
| CO-2 | To analyze the business environment |
| CO-3 | To discuss the legal forms of business. |
| CO-4 | To explain and analyze the basics of the accounting function. |
| CO-5 | To identify the importance of operations management to businesses. |
| CO-6 | To describe and demonstrate decision-making skills in the marketing function. |
| CO-7 | To describe the finance function. |
| CO-8 | To describe the role and functions of a manager, and demonstrate management skills. |
| CO-9 | To describe the function of Human Resource Management. |

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| **Course Learning Outcomes (CLOs):**  **After completing this course, students shall be able to:** | | |
|  | | **Mapping the CLOs with PLOs** |
| CLO-1 | Identify reasons for studying business. | **PLOs 5,7** |
| CLO-2 | Explain how economic indicators shape business decisions. | **PLOs 7,8** |
| CLO-3 | Identify the legal forms of business, and describe the advantages and disadvantages of each. | **PLOs 5,7** |
| CLO-4 | Describe and analyze the components of the marketing mix, and explain how segmentation and research will foster an understanding of consumer behavior; | **PLOs 5,7,8** |
| CLO-5 | Explain the components of an income statement and a balance sheet. | **PLOs 2,3,5** |
| CLO-6 | Formulate several financial ratios, and communicate the implications of those ratios for future performance of a company. | **PLOs 2,3,4,5,6,7,8** |
| CLO-7 | Understand the operations management function in the organization. | **PLOs 5,7,8** |
| CLO-8 | Explain and identify human resource requirements for successfully operating a business. | **PLOs 5,6,7,8** |
| CLO-9 | Explain the role of leadership and management skills necessary for a successful business. | **PLOs 1,4,5,6,7,8** |

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| **Assurance of Learning and Assessment Items:**  *Specify assessment items that will ensure student learning through application and achieve stated PLOs/COs/CLOs* | |
| **Assessment Item** | **Application/Objectives**  **PLO/CO/CLO** |
| Class Participation | **PLOs 1-8/COs 1-9/CLOs 1-9** |
| Individual Take-Home Assignments**\***/Quizzes | **PLOs 1-8/COs 1-9/CLOs 1-9** |
| Mid-term Exam | **PLOs 1-8/COs 1-9/CLOs 1-9** |
| Group Project**\*\*** | **PLOs 1-8/COs 1-9/CLOs 1-9** |
| Written Analysis of the Case (WAC)**\*\*\*** | **PLOs 1-8/COs 1-9/CLOs 1-9** |
| Final Exam | **PLOs 1-8/COs 1-9/CLOs 1-9** |

**\*See Appendix-1: Guidelines for Individual Take-Home Assignments.**

**\*\* See Appendices 2 for the Course Group Project.**

**\*\*\* See Appendix-3: Guidelines on How to Analyze a Case Study.**

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| **Assessment Structure and Grading Policy** | | | |
| **Assessment Item** | **Weight (%)** | **Execution Plan** | |
| **Class Participation** | **05** | **Interactive sessions** | |
| **Quiz (UNANNOUNCED)** | **15** | **4**  **Note: Best 3 quizzes will be considered in calculating the final grade.** | |
| **Individual Take-Home Assignments** | **10** | **3**  **Note: All 3 assignments will be considered in calculating the final grade.** | |
| **Mid-term Exam** | **20** | **One-time Assessment** | |
| **Project** | **15** | **Group Project Report** | |
| **Written Analysis of the Case** | **05** | **Written Analysis of the Case (3 mini case studies)**  **Note: All 3 mini case studies will be considered in calculating the final grade.** | |
| **Final Exam** | **30** | **One-time Assessment** | |
| **Total** | **100** |  | |
| **Notes – Norms and Important Class Policies:**  **Class Policy:**  You are required to be in class at the assigned time. If you arrive more than ten minutes late, you will be marked absent.  **Mobile Policy:**  Switch off your mobile phones while in class.  **Email Policy:**  You will be responsible if you miss a deadline because you did not read your email. Participants should regularly check their University email account.  **Class Attendance Policy:**  A minimum 80% attendance is required for a participant to be eligible to sit in the final examination. Reporting sick and attending family functions (such as a wedding) will be considered as absent. Participants with less than 80% attendance in a course will be given grade ‘F’ (Fail) and will not be allowed to take the final exam. An ‘F’ grade will negatively impact student’s CGPA.  **Withdrawal Policy:**  Students may withdraw from a course till the end of the 12th week of the semester. In such a case, a grade ‘W’ will be awarded. A ‘W’ grade will not impact student’s CGPA. A student withdrawing after the 12th week will be awarded ‘F’ grade, which will negatively impact CGPA.  **Harassment Policy:**  Sexual or any other form of harassment through physical, verbal or electronic (mobile, email, etc.) means is constituted as punishable offence. Such actions will not be tolerated.  **Use of Unfair Means/Honesty Policy:**  Any participant found using unfair means or assisting another participant during a class test, quiz, assignment, examination, etc. will be liable for strict disciplinary action.  **Plagiarism Policy:**  Plagiarism is defined as the practice of taking someone else's work or ideas and passing them off as one's own. The participants will submit the plagiarism report to the resource person with every assignment, report, project, thesis, etc. A participant who fails to submit the ‘Turnitin’ report will receive ‘F’ grade that will count towards CGPA. If participants attempt to cheat ‘Turnitin,’ they will receive an additional ‘F’ that will count towards their CGPA. Look up the Student Handbook for further information on rules and regulations regarding plagiarism while submitting final report and other documents.  **NOTE: STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE STUDENT HANDBOOK.** | | |

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| **Weekly Sessions Plan:** | | | |
| **Week** | **Topics** | **Activity** | **Application/Objectives**  **PLO/CO/CLO** |
| **1.** | **Introduction and Ice-braking.**   1. **The Dynamics of Business and Economics.** 2. **Defining Key Terms in Business.** | **Topic: The Dynamics of Business and Economics.**  **VIDEO(S):**  **1. A Short Introduction to Business Management.**  [**https://youtu.be/a-uPznyA7Hw**](https://youtu.be/a-uPznyA7Hw)  **(11 Minutes)**  **2. The Dynamic Nature of Business Explained.**  [**https://youtu.be/OgyfbyWd6G8**](https://youtu.be/OgyfbyWd6G8)  **(9 Minutes)**  **3. Introduction to Business Administration.**  [**https://youtu.be/kWLgZmcSXco**](https://youtu.be/kWLgZmcSXco)  **(4 Minutes)**  **4. Leadership versus Management.**  [**https://youtu.be/mhkLc0HEtR0**](https://youtu.be/mhkLc0HEtR0)  **(5 Minutes)**  **READING(S):**  **Basole, R. C., Russell, M. G., Huhtamäki, J., Rubens, N., Still, K., & Park, H. (2015). Understanding business ecosystem dynamics: A data-driven approach. *ACM Transactions on Management Information Systems (TMIS)*, *6*(2), 1-32.**  **Topic: Defining Key Terms in Introduction to Business.**  **1. Glossary of Key Terms for Business.** | **PLOs 5,7,8/COs 1,2/CLOs 1,2**  **PLOs 1-8/COs 1-9/CLOs 1-9** |

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| **2.** | 1. **Options for Organizing Business.** 2. **The Nature of Management.** | **Topic: Options for Organizing Business**  **VIDEO(S):**  **1.** **Legal Forms of Organizations.**  [**https://youtu.be/r6qf2OLfDsM**](https://youtu.be/r6qf2OLfDsM)  **(16 Minutes)**  **2. More on Forms of Business.**  [**https://youtu.be/AVDpdC6j7FQ**](https://youtu.be/AVDpdC6j7FQ)  **(23 Minutes)**  **READING(S):**   1. **Urich, T. F. (2013). Business organizations in the 21st century: A look at new legal forms for business that enhance social enterprise. *Southern Law Journal*, *23*(2), 329-343.**   **Topic: The Nature of Management**  **VIDEO(S):**  **1.** **Definition, Nature, and Scope of Management.**  [**https://youtu.be/\_LRBGvzLi4c**](https://youtu.be/_LRBGvzLi4c)  **(14 Minutes)**  **2. Nature and Scope of Management.**  [**https://youtu.be/Em4ZLQClclY**](https://youtu.be/Em4ZLQClclY)  **(22 Minutes)**  **3. What is Management?**  [**https://youtu.be/gPDQZXzW1u8**](https://youtu.be/gPDQZXzW1u8)  **(22 Minutes)**  **READING(S):**   1. **Ludwig, D. (2001). The era of management is over. *Ecosystems*, *4*, 758-764.** | **PLO 5/CO 3/CLO 3**  **PLOs 5,7,8/COs 1,2.3.8/CLOs 1,2** |

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| **3.** | | 1. **Managing Human Resources.** | **Topic: Managing Human Resources**  **VIDEO(S):**  **1. An Introduction to Human Resource Management (HRM).**  [**https://youtu.be/aPEUKLxxh\_k**](https://youtu.be/aPEUKLxxh_k)  **(22 Minutes)**  **2. A Detailed Account of the HRM Role in the Organization.**  [**https://youtu.be/eBxvrdleYzE**](https://youtu.be/eBxvrdleYzE)  **(1 Hour 11 Minutes)**  **3. 10 Best Practices for Effective Human Resource Management.**  [**https://youtu.be/pQEj\_KATFWA**](https://youtu.be/pQEj_KATFWA)  **(5 Minutes)**  **READING(S):**   1. **Prowse, P., & Prowse, J. (2010). Whatever happened to human resource management performance? *International Journal of Productivity and Performance Management*, *59*(2), 145-162.**   **INDIVIDUAL TAKE-HOME ASSIGNMENT # 1**  **NOTE 1: DISTRIBUTE MINI-CASE 1 --- *MORALE AMONG THE SURVIVORS* --- AT THE END OF THE CLASS SESSION 5, WEEK 3. (TOPIC: MANAGING HUMAN RESOURCES).**  **NOTE 2: DISCUSS MINI CASE 1 AT THE CLOSE OF THE CLASS SESSION 6, WEEK 3.** | **PLOs 1,5,6,7/CO 9/CLOs 8,9** |
| **4.** | | 1. **Customer-Driven Marketing.** 2. **Dimensions of Marketing Strategy.** | **Topic: Customer-Driven Marketing**  **VIDEO(S):**  **1. What is a Customer-Centric Marketing Strategy?**  [**https://youtu.be/O6Nj3kPoQt8**](https://youtu.be/O6Nj3kPoQt8)  **(2 Minutes)**  **2. Customer-Centric Marketing: How to Use It to Your Advantage?**  [**https://youtu.be/We6xLIXA\_Pc**](https://youtu.be/We6xLIXA_Pc)  **(10 Minutes)**  **3. The Essentials of Customer Centricity.**  [**https://youtu.be/eATPBjKiXeg**](https://youtu.be/eATPBjKiXeg)  **(54 Minutes)**  **READING(S):**  **Shamma, H. M., & Hassan, S. S. (2015). Customer-driven benchmarking: A strategic approach leading to sustainable performance. In *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same… Proceedings of the 2012 Academy of Marketing Science (AMS) Annual Conference* (pp. 533-533). Springer International Publishing.**  **Topic: Dimensions of Marketing Strategy**  **VIDEO(S):**  **1. What is a Marketing Strategy?**  [**https://youtu.be/cpPjuKfswOo**](https://youtu.be/cpPjuKfswOo)  **(10 Minutes)**  **2. Value-Driven Marketing Strategy.**  [**https://youtu.be/qCtL8szl-Pk**](https://youtu.be/qCtL8szl-Pk)  **(39 Minutes)**  **READING(S):**  **Varadarajan, R. (2010). Strategic marketing and marketing strategy: domain, definition, fundamental issues and foundational premises. *Journal of the Academy of Marketing Science*, *38*, 119-140.** | **PLOs 5,7/COs 2,6/CLO 4**  **PLOs 5,7,8/COs 2,6,8/CLOs 2,4,9** |
| **5.** | | 1. **Social Media Marketing.** | **Topic: Social Media Marketing**  **VIDEO(S):**  **1. Difference Between Digital Marketing and Social Media Marketing.**  [**https://youtu.be/pJSVC2HmkSQ**](https://youtu.be/pJSVC2HmkSQ)  **(3 Minutes)**  **2. How to Start Social Media Marketing?**  [**https://youtu.be/KEirK5QWgrA**](https://youtu.be/KEirK5QWgrA)  **(50 Minutes)**  **3. Social Media Marketing Tips for Small Businesses.**  [**https://youtu.be/a5trs6C3N5k**](https://youtu.be/a5trs6C3N5k)  **(28 Minutes)**  **READING(S):**   1. **Balathandayutham, P., & Anandanatarajan, K. (2020). Digital marketing through social networking sites (SNS): A field of digital empowerment. *International Journal of Scientific and Technology Research*, *9*(2), 734-736.** | **PLOs 5,7,8/COs 2,6,8/CLOs 2,4,9** |
| **6.** | | 1. **Money and the Financial System.** | **Topic: Money and the Financial System**  **VIDEO(S):**  **1. The Importance of a Financial System.**  [**https://youtu.be/MsPgw4FodgE\**](https://youtu.be/MsPgw4FodgE\)  **(3 Minutes)**  **2. Understanding Money, Banking, and Financial Markets.**  [**https://youtu.be/n9A68nf-AY4**](https://youtu.be/n9A68nf-AY4)  **(34 Minutes)**  **3. How the Financial System Works?**  [**https://youtu.be/X3Ey-xlpnxM**](https://youtu.be/X3Ey-xlpnxM)  **(1 Hour)**  **READING(S):**   1. **Howden, D. (2015). Money in a World of Finance. *Journal of Prices & Markets*, *4*(1), 6-7.** | **PLOs 2,3,5,6,7,8/COs 1,4,8/CLOs 2,5,6,9** |
| **7.** | | 1. **Accounting and Financial Statements.** | **Topic: Accounting and Financial Statements**  **VIDEO(S):**  **1. Introduction to Accounting.**  [**https://youtu.be/vLv6CqCK1Sc**](https://youtu.be/vLv6CqCK1Sc)  **(10 Minutes)**  **2. An Introduction to Financial Statements.**  [**https://youtu.be/iTS49A7eY\_k**](https://youtu.be/iTS49A7eY_k)  **(3 Minutes)**  **3. Basic Concepts of Financial Accounting and Statements.**  [**https://youtu.be/vLv6CqCK1Sc**](https://youtu.be/vLv6CqCK1Sc)  **(19 Minutes)**  **4. Income Statement.**  [**https://youtu.be/OKEAf49\_VYM**](https://youtu.be/OKEAf49_VYM)  **(4 Minutes)**  **5. Balance Sheet.**  [**https://youtu.be/rIoow\_-f0dQ**](https://youtu.be/rIoow_-f0dQ)  **(11 Minutes)**  **6. Cashflow Statement.**  [**https://youtu.be/DCvcN4E\_BZc**](https://youtu.be/DCvcN4E_BZc)  **(7 Minutes)**  **7. Understanding Financial Ratios.**  [**https://youtu.be/Byr\_FcqS\_1o**](https://youtu.be/Byr_FcqS_1o)  **(12 Minutes)**  **READING(S):**  **Al-Juboori, L. M. M. (2023). Financial Statements, their Components, Objectives, and Effectiveness in the Institutional System. *World Economics and Finance Bulletin*, *27*, 152-160.**  **INDIVIDUAL TAKE-HOME ASSIGNMENT # 2**  **NOTE 1: DISTRIBUTE MINI-CASE 2 --- *EXPLORING THE SECRETS OF ACCOUNTING* --- AT THE END OF THE CLASS SESSION 13, WEEK 7. (TOPIC: ACCOUNTING AND FINANCIAL STATEMENTS).**  **NOTE 2: DISCUSS MINI CASE 2 AT THE CLOSE OF THE CLASS SESSION 14, WEEK 7.** | **PLOs 2,3,5,6,7,8/COs 2,7,8/CLOs 2,5,6,9** |
| **8.** | | 1. **Production and Operations Management.** | **Topic: Production and Operations Management**  **VIDEO(S):**  **1. An Introduction to Production and Operations Management (POM).**  [**https://youtu.be/\_kxE73QOY7I**](https://youtu.be/_kxE73QOY7I)  **(4 Minutes)**  **2. Meaning of Production and Operations Management.**  [**https://youtu.be/tuVGelyqLnU**](https://youtu.be/tuVGelyqLnU)  **(26 Minutes)**  **3. Operations Management.**  [**https://youtu.be/mdQ5NSt\_pKc**](https://youtu.be/mdQ5NSt_pKc)  **(50 Minutes)**  **4. Differences between Production and Operations Management.**  [**https://youtu.be/2lJie1Rn3xM**](https://youtu.be/2lJie1Rn3xM)  **(12 Minutes)**  **5. Duties and Responsibilities in Operations Management.**  [**https://youtu.be/tdZOjBODtE4**](https://youtu.be/tdZOjBODtE4)  **(6 Minutes)**  **READING(S):**   1. **Kleindorfer, P. R., Singhal, K., & Van Wassenhove, L. N. (2005). Sustainable operations management. *Production and operations management*, *14*(4), 482-492.** | **PLOs 2,3,5,7,8/COs 2,5,8/CLOs 2,7,9** |
| **9.** | | 1. **Entrepreneurship.** 2. **Managing Small Businesses.** | **Topic: Entrepreneurship**  **VIDEO(S):**  **1.** **What is Entrepreneurship?**  [**https://youtu.be/Xcsp0486olY**](https://youtu.be/Xcsp0486olY)  **(5 Minutes)**  **2. What is an Entrepreneur?**  [**https://youtu.be/rRpMrAMesbA**](https://youtu.be/rRpMrAMesbA)  **(1 Minute)**  **3. What they Do Not Teach in Business School about Entrepreneurship?**  [**https://youtu.be/mHVJF9VaWfo**](https://youtu.be/mHVJF9VaWfo)  **(1 Hour 14 Minutes)**  **READING(S):**  **Audretsch, D. (2012). Entrepreneurship research. *Management decision*, *50*(5), 755-764.**  **Topic: Managing Small Businesses**  **VIDEO(S):**  **1.** **Introduction to Small and Medium Enterprises.**  [**https://youtu.be/4KYMgyaBbJ4**](https://youtu.be/4KYMgyaBbJ4)  **(21 Minutes)**  **2. How to Run a Successful Small Business?**  [**https://youtu.be/z\_8TyanJ\_PA**](https://youtu.be/z_8TyanJ_PA)  **(10 Minutes)**  **READING(S):**   1. **Hyder, S., & Lussier, R. N. (2016). Why businesses succeed or fail: a study on small businesses in Pakistan. *Journal of Entrepreneurship in Emerging Economies*, *8*(1), 82-100.** | **PLOs 2,3,4,5,7,8/COs 2,4,5,6,8,9/CLOs 2,4,6,7,8,9**  **PLOs 1,2,3,5,6,7,8/COs 2,8/CLOs 2,9** |
| **10.** | | **MID-TERM EXAM** | | |
| **11.** | | **Guest Speaker Session** | | |
| **12.** | | 1. **Franchising.** 2. **Developing a Business Plan.** | **Topic: Franchising**  **VIDEO(S):**  **1.** **How Franchising Works?**  [**https://youtu.be/rG-EkVJFv2Q**](https://youtu.be/rG-EkVJFv2Q)  **(5 Minutes)**  **2. More on How Franchising Works.**  [**https://youtu.be/6fidL51oakg**](https://youtu.be/6fidL51oakg)  **(6 Minutes)**  **3. Mastering Fundamentals of Franchising.**  [**https://youtu.be/Duy5GvY5iR4**](https://youtu.be/Duy5GvY5iR4)  **(23 Minutes)**  **4. Legal Steps for Franchising Your Business.**  [**https://youtu.be/jbAp0BWgfQI**](https://youtu.be/jbAp0BWgfQI)  **(31 Minutes)**  **READING(S):**  **Madanoglu, M., Lee, K., & Castrogiovanni, G. J. (2013). Does franchising pay? Evidence from the restaurant industry. *The Service Industries Journal*, *33*(11), 1003-1025.**  **Topic: Developing a Business Plan**  **VIDEO(S):**  **1.** **What is a Business Plan?**  [**https://youtu.be/FIoGLHT4wGE**](https://youtu.be/FIoGLHT4wGE)  **(4 Minutes)**  **2. How to Write a Business Plan: An Introduction.**  [**https://youtu.be/Fqch5OrUPvA**](https://youtu.be/Fqch5OrUPvA)  **(9 Minutes)**  **3. Why a Business Plan is Important?**  [**https://youtu.be/nK35hyEJiIs**](https://youtu.be/nK35hyEJiIs)  **(4 Minutes)**  **READING(S):**  **Haag, A. B. (2013). Writing a successful business plan: An overview. *Workplace Health & Safety*, *61*(1), 19-29.** | **PLOs 2,3,5,7,8/COs 2,8/CLOs 2,4,9**  **PLOs 2,3,4,5,6,7,8/COs 2,4,5,6,8,9/CLOs 2,4,5,7,8,9** |
| **13.** | | 1. **Developing a Business Plan ….** | **Topic: Developing and Business Plan …**  **VIDEO(S):**  **1.** **How to Write a Business Plan?**  [**https://youtu.be/5rHjMzr5s9U**](https://youtu.be/5rHjMzr5s9U)  **(1 Hour 16 Minutes)** | **PLOs 2,3,4,5,6,7,8/COs 2,4,5,6,8,9/CLOs 2,4,5,7,8,9** |
| **14.** | | 1. **Business Ethics and Social Responsibility.** | **Topic: Business Ethics and Social Responsibility**  **VIDEO(S):**  **1.** **The Importance of Business Ethics and Social Responsibility.**  [**https://youtu.be/5VCzXCpH1bU**](https://youtu.be/5VCzXCpH1bU)  **(9 Minutes)**  **2. Business Ethics and Social Responsibility.**  [**https://youtu.be/lM7hLWeIUz8**](https://youtu.be/lM7hLWeIUz8)  **(1 Hour)**  **READING(S):**  **Vitell, S. J., Ramos, E., & Nishihara, C. M. (2010). The role of ethics and social responsibility in organizational success: A Spanish perspective. *Journal of Business Ethics*, *91*, 467-483.**  **INDIVIDUAL TAKE-HOME ASSIGNMENT # 3**  **NOTE 1: DISTRIBUTE MINI-CASE 3 --- *CUSTOMER PRIVACY* --- AT THE END OF THE CLASS SESSION 27, WEEK 14. (TOPIC: BUSINESS ETHICS AND SOCIAL RESPONSIBILITY).**  **NOTE 2: DISCUSS MINI CASE 3 AT THE CLOSE OF THE CLASS SESSION 28, WEEK 14.** | **PLOs 1,2,5,6,7,8/COs 2,8/CLOs 2,9** |
| **15.** | **COURSE RECAP SESSION** | | | |
| **16.** | **FINAL EXAM** | | | |

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| **Primary Text Books:** | |
| 1. **Ferrell, O. C., Hirt, G. & Ferrell, L. *Business --- A Changing World* (9th ed.). McGraw-Hill ISBN 978-1-259-06052-6** | |
| **Supplementary Reading(s):** | |
| 1. **Basole, R. C., Russell, M. G., Huhtamäki, J., Rubens, N., Still, K., & Park, H. (2015). Understanding business ecosystem dynamics: A data-driven approach. *ACM Transactions on Management Information Systems (TMIS)*, *6*(2), 1-32.** 2. **Urich, T. F. (2013). Business organizations in the 21st century: A look at new legal forms for business that enhance social enterprise. *Southern Law Journal*, *23*(2), 329-343.** 3. **Ludwig, D. (2001). The era of management is over. *Ecosystems*, *4*, 758-764.** 4. **Prowse, P., & Prowse, J. (2010). Whatever happened to human resource management performance? *International Journal of Productivity and Performance Management*, *59*(2), 145-162.** 5. **Shamma, H. M., & Hassan, S. S. (2015). Customer-driven benchmarking: A strategic approach leading to sustainable performance. In *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same… Proceedings of the 2012 Academy of Marketing Science (AMS) Annual Conference* (pp. 533-533). Springer International Publishing.** 6. **Varadarajan, R. (2010). Strategic marketing and marketing strategy: domain, definition, fundamental issues and foundational premises. *Journal of the Academy of Marketing Science*, *38*, 119-140.** 7. **Balathandayutham, P., & Anandanatarajan, K. (2020). Digital marketing through social networking sites (SNS): A field of digital empowerment. *International Journal of Scientific and Technology Research*, *9*(2), 734-736.** 8. **Howden, D. (2015). Money in a World of Finance. *Journal of Prices & Markets*, *4*(1), 6-7.** 9. **Al-Juboori, L. M. M. (2023). Financial Statements, their Components, Objectives, and Effectiveness in the Institutional System. *World Economics and Finance Bulletin*, *27*, 152-160.** 10. **Kleindorfer, P. R., Singhal, K., & Van Wassenhove, L. N. (2005). Sustainable operations management. *Production and Operations Management*, *14*(4), 482-492.** 11. **Audretsch, D. (2012). Entrepreneurship research. *Management decision*, *50*(5), 755-764.** 12. **Hyder, S., & Lussier, R. N. (2016). Why businesses succeed or fail: a study on small businesses in Pakistan. *Journal of Entrepreneurship in Emerging Economies*, *8*(1), 82-100.** 13. **Madanoglu, M., Lee, K., & Castrogiovanni, G. J. (2013). Does franchising pay? Evidence from the restaurant industry. *The Service Industries Journal*, *33*(11), 1003-1025.** 14. **Haag, A. B. (2013). Writing a successful business plan: An overview. *Workplace Health & Safety*, *61*(1), 19-29.** 15. **Vitell, S. J., Ramos, E., & Nishihara, C. M. (2010). The role of ethics and social responsibility in organizational success: A Spanish perspective. *Journal of Business Ethics*, *91*, 467-483.** | |
| **Useful Online/Web Resources:** | |
| - | |

**Individual Take-Home Assignments**

1. **Importance of Human Resource Management for Organizational Success.**
2. **The Double-Entry Bookkeeping System.**
3. **Distinguish Between Ethics and Social Responsibility.**

**Appendix-1 Guidelines for Individual Take-Home Assignments**

1. **These are individual assignments.**
2. **Attempt the solution to the assignments based on the materials shared and discussed in the class.**
3. **Each of the three assignments is due for submission at the start of the class in the following week. NOTE: LATE SUBMISSIONS WILL NOT BE ACCEPTED.**
4. **Wordcount: 800-1,000.**
5. **Type written assignment is preferred, but neat, hand-written assignment is permitted.**
6. **Make sure to give the following information on the first page (title page) of the assignment:**
   * **Course Name**
   * **Assignment Number**
   * **Assignment Title (for example: For Assignment Number 2: Double-Entry Bookkeeping System)**
   * **Submitted to: [Name of the Instructor here]**
   * **Submitted by: [Student name with ID and Serial Number --- as given in the Attendance Portal]**
   * **Submitted on: [Day and date]**

**A specimen of the title page is given on the next page.**

**Note: All pages of an assignment to adopt the following page number format: page 1 of 5, page 2 of 5, ...**

**Course Name: Introduction to Business**

**Assignment Number: 1**

**Assignment Title: Importance of Human Resource Management for Organizational Success**

**Submitted to: Dr Irfan Amir**

**Submitted by: M. Usman Ahmad (F202…. Serial Number: 23)**

**Submitted on: Monday, February --, 2024**

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**University of Management and Technology**

**Appendix-2: Guidelines for the Course Project**

**In a group of two, write a description of about 1,800-2,000 words (12 font times roman, A4, 1 inch margin on all sides) on ONE of the following topics:**

1. **Options for Organizing Business.**
2. **Managing Human Resources.**
3. **Customer-Driven Marketing.**
4. **Dimensions of Marketing Strategy.**
5. **Social Media Marketing.**
6. **Accounting and Financial Statements.**
7. **Production and Operations Management.**
8. **Entrepreneurship.**
9. **Franchising.**
10. **Business Plan.**
11. **Business Ethics and Social Responsibility.**

**Developing the Content for the Report:**

**1. Draw topic material from a total of four academic sources. These could either be books or journal articles on the chosen topic.**

**2. Use American Psychological Association (APA) Style of Referencing for giving both in-text and full references for the books/journal articles consulted. See Appendix 4 for the guidelines in citing references in the report.**

**Deadlines:**

**Written Report: Submit report at the start of the class on (To be Announced --- TBA).**

**Note:**

**The title page of the report must include:**

* **Course name.**
* **Project title.**
* **Submitted to: Instructor**
* **Submitted by:**
  + **Student full name (ID)**
  + **Student full name (ID)**
* **Date: Example, Monday, Month xx, 2024.**
* **HSM logo.**
* **At the bottom of the title page write: University of Management and Technology.**
* **All pages of the report to adopt the following page number format: page 1 of 5, page 2 of 5, ...**
* **Submit the report in staple-and-tape bound form.**

**NOTE: See specimen Title Page.**

**Appendix-3: Guidelines on How to Analyze a Case Study**

**A case study helps students learn by immersing them in a real-world business scenario where they can act as problem-solvers and decision-makers. The case presents facts about a particular organization. Students are asked to analyze the case by focusing on the most important facts and using this information to determine the opportunities and problems facing that organization. Students are then asked to identify alternative courses of action to deal with the problems they identify.**

**A case study analysis must not merely summarize the case. It should identify key issues and problems, outline and assess alternative courses of action, and draw appropriate conclusions. The case study analysis can be broken down into the following steps:**

1. **Identify the most important facts surrounding the case.**
2. **Identify the key issue or issues.**
3. **Specify alternative courses of action.**
4. **Evaluate each course of action.**
5. **Recommend the best course of action.**

**Let us look at what each step involves.**

1. ***Identify the most important facts surrounding the case.***

**Read the case several times to become familiar with the information it contains. Pay attention to the information in any accompanying exhibits, tables, or figures. Many case scenarios, as in real life, present a great deal of detailed information. Some of these facts are more relevant than others for problem identification. One can assume the facts and figures in the case are true, but statements, judgments, or decisions made by individuals should be questioned. Underline and then list the most important facts and figures that would help you define the central problem or issue. If key facts and numbers are not available, you can make assumptions, but these assumptions should be reasonable given the situation. The "correctness" of your conclusions may depend on the assumptions you make.**

1. ***Identify the key issue or issues.***

**Use the facts provided by the case to identify the key issue or issues facing the company you are studying. Many cases present multiple issues or problems. Identify the most important and separate them from more trivial issues. State the major problem or challenge facing the company. You should be able to describe the problem or challenge in one or two sentences. You should be able to explain how this problem affects the strategy or performance of the organization.**

**You will need to explain why the problem occurred. Does the problem or challenge facing the company comes from a changing environment, new opportunities, a declining market share, or inefficient internal or external business processes? In the case of information systems-related problems, you need to pay special attention to the role of technology as well as the behavior of the organization and its management.**

**Information system problems in the business world typically present a combination of management, technology, and organizational issues. When identifying the key issue or problem, ask what kind of problem it is: Is it a management problem, a technology problem, an organizational problem, or a combination of these? What management, organizational, and technology factors contributed to the problem?**

* + **To determine if a problem stems from management factors, consider whether managers are exerting appropriate leadership over the organization and monitoring organizational performance. Consider also the nature of management decision-making: Do managers have sufficient information for performing this role, or do they fail to take advantage of the information that is available?**
  + **To determine if a problem stems from technology factors, examine any issues arising from the organization's information technology infrastructure: its hardware, software, networks and telecommunications infrastructure, and the management of data in databases or traditional files. Consider also whether the appropriate management and organizational assets are in place to use this technology effectively.**
  + **To determine the role of organizational factors, examine any issues arising from the organization's structure, culture, business processes, work groups, divisions among interest groups, relationships with other organizations, as well as the impact of changes in the organization's external environment-changes in government regulations, economic conditions, or the actions of competitors, customers, and suppliers.**

**You will have to decide which of these factors—or combination of factors—is most important in explaining why the problem occurred.**

1. ***Specify alternative courses of action.***

**List the courses of action the company can take to solve its problem or meet the challenge it faces. For information system-related problems, do these alternatives require a new information system or the modification of an existing system? Are new technologies, business processes, organizational structures, or management behavior required? What changes to organizational processes would be required by each alternative? What management policy would be required to implement each alternative?**

**Remember, there is a difference between what an organization "should do" and what that organization actually "can do". Some solutions are too expensive or operationally difficult to implement, and you should avoid solutions that are beyond the organization's resources. Identify the constraints that will limit the solutions available. Is each alternative executable given these constraints?**

1. ***Evaluate each course of action.***

**Evaluate each alternative using the facts and issues you identified earlier, given the conditions and information available. Identify the costs and benefits of each alternative. Ask yourself "what would be the likely outcome of this course of action? State the risks as well as the rewards associated with each course of action. Is your recommendation feasible from a technical, operational, and financial standpoint? Be sure to state any assumptions on which you have based your decision.**

1. ***Recommend the best course of action.***

**State your choice for the best course of action and provide a detailed explanation of why you made this selection. You may also want to provide an explanation of why other alternatives were not selected. Your final recommendation should flow logically from the rest of your case analysis and should clearly specify what assumptions were used to shape your conclusion. There is often no single "right" answer, and each option is likely to have risks as well as rewards.**

**Appendix 4: Comprehensive Guidelines for Developing In-Text Citations and Giving Full References in the List of References Section at the End of the Report, Using American Psychological Association (APA) Referencing Style.**

**APA Referencing Style-Version 7 (Examples)**

**BOOK**

**IN LIST OF REFERENCES**

**Book (with one author):**

**Sapolsky, R. M. (2017). *Behave: The biology of humans at our best and worst*. Penguin Books.**

**IN-TEXT CITATIONS**

**In-text citation for a book (one author):**

**… (Sapolsky, 2017).**

**IN LIST OF REFERENCES**

**Book (with two authors):**

**Moran, A., & Toner, J. (2017). *A critical introduction to sport psychology* (3rd ed.). Routledge.**

**IN-TEXT CITATIONS**

**In-text citation for a book (two authors):**

**… (Moran & Toner, 2017).**

**IN LIST OF REFERENCES**

**Book (with three or more authors):**

**Haile, L., Gallagher, M., & Robertson, R. J. (2015). *Perceived exertion laboratory manual: From standard practice to contemporary application*. Springer.**

**IN-TEXT CITATIONS**

**In-text citation for a book (with three or more authors):**

**… (Haile et al., 2015).**

**JOURNAL ARTICLE**

**IN LIST OF REFERENCES**

**Journal Article (with one author) Page Numbers**

**Ruxton, C. (2016). Tea: Hydration and other health benefits. *Primary Health Care*, *26*(8), 34-42.**

**Issue No.**

**Volume No.**

**IN-TEXT CITATIONS**

**In-text citation for a journal article (with one author):**

**… (Ruxton, 2016)**

**IN LIST OF REFERENCES**

**Journal article with two authors:**

**Aspy, D. J., & Proeve, M. (2017). Mindfulness and loving-kindness meditation: Effects on connectedness to humanity and to the natural world. *Psychological Reports*, *120*(1), 102-117.**

**IN-TEXT CITATIONS**

**In-text citation for a journal article (with two authors):**

**… (Aspy & Proeve, 2017).**

**LIST OF REFERENCES**

**Journal article (with three or more authors):**

**Geraghty, S., Lauva, M., & Oliver, K. (2016). Reconstructing compassion: Should it be taught as part of the curriculum? *British Journal of Nursing*, *25*(15), 836-839.**

**IN-TEXT CITATIONS**

**In-text citation for a journal article (with three or more authors):**

**… (Geraghty et al., 2016)**

**ONLINE SOURCES**

**BOOK**

**Chaffe-Stengel, P., & Stengel, D. (2012). *Working with sample data: Exploration and inference.*Business Expert Press. https://doi.org/10.4128/9781606492147**

**Note: Give Internet site address.**

**URL: Uniform Resource Locator**

**DOI: Digital Object Identifier**

**JOURNAL ARTICLE**

**Ruxton, C. (2016). Tea: Hydration and other health benefits. *Primary Health Care*, *26*(8), 34-42.** [**https://doi.org/10.7748/phc.2016.e1162**](https://doi.org/10.7748/phc.2016.e1162)