



AL MUSANNA COLLEGE OF TECHNOLOGY

DEPARTMENT OF BUSINESS STUDIES

Course code: BAMG1100	Course name : Introduction to Business	Credit Hours 3hrs
Prerequisites:	None	
Goal	Introduction to Business is an introductory level course designed to provide students with fundamental knowledge of business terminologies, concepts and business issues with the intent of helping students develop a viable business vocabulary, foster critical thinking and analytical thinking, and refine business decision-making skills.	
Objectives		Outcomes
<p>The course should enable the student to:</p> <ol style="list-style-type: none"> 1. Develop the students' <i>knowledge and understanding of the basic business terminologies and concepts;</i> 2. Develop the students' <i>knowledge and understanding of the organizational structure of the business including the roles and functions of the different departments and committees within the business organization;</i> 3. Develop the students' <i>knowledge and understanding of the external environment of the business</i> 		<ol style="list-style-type: none"> 1. <i>Discuss</i> the meaning of a business and its goals, <i>describe</i> the different types and forms of business organizations, <i>identify</i> the stakeholders in business organizations, and <i>understand</i> the different external factors that affect the business. 2. <i>Discuss</i> the meaning of management and its functions, <i>describe</i> the organizational structure of a business and its functional departments and committees, and <i>explain</i> the concept of corporate governance and social responsibility. 3. <i>Discuss</i> the meaning of marketing and its functions, <i>describe</i> marketing strategy and <i>understand</i> the behavior of customers and consumers. 4. <i>Differentiate</i> between accounting, finance and banking, and discuss their roles and functions in a business organization. 5. <i>Discuss</i> the meaning of human resource management and its functions, and <i>describe</i> the process of recruiting and retaining talents.