



COURSE SYLLABUS

COURSE : BUS1010: INRODUCTION TO BUSINESS ORGANIZATIONS

DAY /TIME : MON/WED 3.00PM-5.10PM

CLASS ROOM: B4

INSTRUCTOR: CREDIT: 3 UNITS

OFFICE HOURS:

CONTACT:

1.0 COURSE DESCRIPTION

An overview of the interrelationships among the functions of the business firm and between the firm and its environment; topics include a study of managerial functions, marketing concepts, production system, leadership practices, and business ethics.

2.0 PURPOSE OF THE COURSE

The primary goal of the course is to develop an understanding of how business works.

LEARNING OUTCOME LINKAGES

2.1 Link to the University Mission Outcomes

The major university mission outcomes include higher order thinking, literacy, global understanding and multicultural perspective, preparedness for a career, leadership and ethics, and community service. This course BUS

1010 is designed to develop student's managerial, leadership and technological skills in business firm's problem analysis, decision making and the understanding of how business organizations operate within the various environments and sharpen analytical skills through higher order thinking in a global and multicultural environment

2.2 Link to School of Business Outcomes

The School of Business mission outcomes are linked to the university mission outcomes and include global oriented, multidisciplinary, change oriented, experiential, initiative and problem solving, team player, effective communication, preparedness for a career, and transformational leadership. BUS 1010 course is designed to contribute to the achievement of five major School's mission outcomes including transformational leadership and ethics, change oriented, team player, problem solving and effective communication

2.3 Link to BUS 1010 Program Learning Outcomes

The mission of the BUS 1010 program is to prepare undergraduates in the art and science of managing and learning organizational change in a dynamic environment. The course is designed specifically to contribute to the achievement of transformational leadership, program outcomes by developing leadership and change management skills necessary for transforming profit and not for profit organizations.

2.4 COURSE OBJECTIVES

1. To enable students develop an understanding of Business Philosophy, practices and introduce them to the basic business functions.
2. To help students sharpen their analytical skills through case studies, class presentations and discussions
3. To help students understand how business organizations operate within the various environment.
4. Describe the major functions of any business (i.e. Managerial marketing)

3.0 EXPECTED WEEKLY LEARNING OUTCOMES AND COURSE CONTENT

4.1 WEEK 1: Introduction to Business

The objectives of this chapter are to introduce the student the concepts of business and organizations. The major environments that affect business operations will also be covered.

a) Learning Outcomes

b) Specific topics include:

The nature of business organizations

- Definition of business
- Definition of organization
- Rationale for the existence of business organizations
- The creation of value creation as a function

Introduction to the environment of business

- The internal environment of business
- The external environment of business
 - General environment
 - Task environment

Different Dimensions of the general environment

- The socio-cultural dimension
- The political-legal dimension
- The technological dimension
- The global dimension

Constraints of viewing the business environment

Stakeholders as part of the environment

- Primary stakeholders
- Secondary stakeholders

c) Recommended Reading

Ronald J. Ebert et al. (2013), Business Essentials, 9th Edition, Person education Ltd, USA. Pp 24-46.

Appleby, Robert C. (1994) "Business and Its Environment" In Modern Business Administration, 6th ed., Pitman Publishing pp. 37-67

Kibera, F.N. (1996) Introduction to Business: A Kenya Perspective, Nairobi: Kenya Literature Bureau. Pp 42-66

d) ASSIGNMENT ONE:

This lecturer has made brief presentation of arguments for business. That is, the values business organizations create for society. Identify, summarize and discuss arguments against business.

4.2 WEEK 2: Forms and Structures of Business

The objective of this chapter is to explore the different forms of business ownership. This chapter will also cover the internal organizational structures that shape the flow organizational structures that shape the flow organizational transactions.

a) Learning outcomes:

b) Topics/Sub topics

Forms of business ownership

- Sole Proprietorship
- Partnership
- Corporations (company)
- Co-operatives

Internal structure of business organization

- Functional organizational structures
- Geographic organizational structures
- Divisional (SBU) Structures
- Matrix organizational structures

c) Recommended Reading

Ronald J. Ebert et al. (2013), Business Essentials, 9th Edition, Pearson education Ltd, England. Pp 94-102.

Appleby, Robert C. (1994) "Nature of Management" In Modern Business Administration, 6th Ed., Pitman Publishing, PP.3-34

d) Assignment /Quiz

Using appropriate examples, discuss the role of organizational structure in a business enterprise.

4.3 WEEK 3: Small Business and Entrepreneurship Development

The objective of this chapter is to define and explain the characteristics of entrepreneurs.

a) Learning Outcomes

b) Topics/Subtopics

- Small business defined
- Meaning of entrepreneurs
- Characteristics of entrepreneurs
- Identification of business opportunities

c) Recommended Reading

Ronald J. Ebert et al. (2013), Business Essentials, 9th Edition, Person education Ltd, England. Pp 80-93.

Kibera, F.N. (1996) Introduction to Business: A Kenya Perspective, Nairobi: Kenya Literature Bureau. Pp 68-80

d) Assignment/Quiz

Outline the role of small businesses in the development of the Kenyan economy today.

4.4 WEEK 4: E-Commerce

The objective of this chapter is to define and explain the importance of E-commerce

a) Learning Outcomes

b) Topics /sub-topics

- Meaning and importance of e-commerce
- Advantages and disadvantages of E-commerce
- Challenges of e-commerce
- Ways of managing challenges

c) Recommended Readings

Ronald J. Ebert et al. (2013), Business Essentials, 9th Edition, Person education Ltd, England. Pp 350-372.

d) Assignment

Using appropriate examples, discuss the importance of E-commerce in modern business

4.5 WEEK 5: Managerial Functions of Business

The purpose of this chapter is to explore the critical role and function of management in a business organization. The various functions of management will be covered in depth. The chapter will also trace the history and development of management thought and practice in order to develop a background to current management theory and practice. The student is expected to explore and develop sound understanding of the following areas:

a) Learning outcomes

b) Topics/Subtopics

- The development of management thought
- Planning as a managerial function
- Organizing as a managerial function
- Staffing as a managerial function
- Directing as a managerial function
- Controlling as a managerial function

c) Recommended Reading

Ronald J. Ebert et al. (2013), Business Essentials, 9th Edition, Pearson education Ltd, England. Pp 134-140.

Kibera, F.N. (1996) "Risk Management and Insurance" In Introduction to Business. A Kenya Perspective, Nairobi Kenya Literature Bureau.

d) Assignment/Quiz

Using appropriate examples, discuss the five functions of management in the organization.

4.6 WEEK 6: Facilitating Functions

The objective of this chapter is to explore the role of insurance, communication purchasing and supply and transportation as facilitating functions of business operations. Lectures, discussions and group presentations will be used.

a) **Learning Outcomes**

b) **Topics/Subtopics**

- Insurance
- Business communications
- Purchasing
- Transportation

c) **Recommended Reading**

Ronald J. Ebert et al. (2013), Business Essentials, 9th Edition, Person education Ltd, England. Pp 446.

Kibera, F.N. (1996) "Risk Management and Insurance" In Introduction to Business. A Kenya Perspective, Nairobi Kenya Literature Bureau. pp 325-336

d) **Assignment /Quiz**

In what ways do the dynamic risks help a society when they occur?

4.7 WEEK 7: MID SEMESTER EXAMINATION

4.8 WEEK 8: Operations Management and Quality

The objective of this chapter is to explore and understand the critical role played by production management function. The student is required to build a comprehensive knowledge of and appreciate the various processes that take place before, during and after production process.

a) **Learning Outcomes**

b) **Topics/Subtopics**

- Definition of production and operation
- Creating value through operations

- Operations planning
- Production control
- Quality improvement and Total quality management
- Operations scheduling

c) Recommended Reading

Ronald J. Ebert et al. (2013), Business Essentials, 9th Edition, Pearson education Ltd, England. Pp 186-205.

Appleby, Robert C. (1994) “Nature of management” In Modern Business Administration, 6th Ed., Pitman Publishing, PP.261-302. Chapter 11

d) Assignment

Case study

4.9 WEEK 9: The Human Resource Function

The objective of the chapter is to explore the role of the Human Resource function in accomplishment of organizational objectives. The Chapter will cover the following areas:

a) Learning Outcomes:

b) Topics/Subtopics

- Definition of Human Resource Management/Human Resource Development
- Human Resource Planning
- Recruitment and selection
- Compensation
- Motivation

c) Recommended Reading

Ronald J. Ebert et al. (2013), Business Essentials, 9th Edition, Pearson education Ltd, England. Pp 267-282.

Appleby, Robert C. (1994) Human Resource Management In Modern Business Administration, 6th Ed., Pitman Publishing, PP.359-424

d) Assignment

Using appropriate examples, discuss what is involved in human resource planning.

4.10 WEEK 10 The Marketing Management

The objective of this chapter is to introduce the student to the role of the marketing function in the operations of business organizations. The chapter will explore the development of different marketing concepts in relation to current marketing theory and practice.

a) Learning Outcomes

b) Topics/Subtopics

- The marketing concepts
- Marketing segmentation
- Buyer behavior
- Purchase decision process
- Marketing mix

c) Recommended Reading

Ronald J. Ebert et al. (2013), Business Essentials, 9th Edition, Pearson education Ltd, England. Pp 290-342.

Appleby, Robert C. (1994) "Marketing Function" In Modern Business Administration, 6th Ed., Pitman Publishing, PP.262-311

d) Assignment

Using appropriate examples, discuss the various factors that should be considered in selecting a channel of distribution.

4.11 WEEK 11 Financial Planning and Management

The objective of this chapter is to introduce the student to the role of the finance function in the operations of business organizations. At the end of the session, the student is required to have adequate understanding of the following areas:

a) Learning Outcomes:

b) Topics/Subtopics

- Financial planning and management
- Sources of finance
- Equity financing Vs debt financing
- Budgeting and control

c) Recommended Reading

Ronald J. Ebert et al. (2013), Business Essentials, 9th Edition, Person education Ltd, England. Pp 378-436-458.

Appleby, Robert C. (1994) “Marketing Function” In Modern Business Administration, 6th Ed., Pitman Publishing, PP.47-80

d) Assignment

Discuss the importance of internal and external sources of finances.

4.12 WEEK 12: Ethical Behavior and Social Responsibility

The objective of this chapter is to introduce the student to the role of business organizations socially responsible corporate citizens. The chapter will explore the need for business to operate ethically in the interest of society.

a) Learning Outcomes

b) Topics/Subtopics

- Define and explain social responsibility
- Arguments of social responsibility
- Business ethics

c) Assignment

Discuss the importance of business ethics in modern business.

e) Recommended Reading

Ronald J. Ebert et al. (2013), Business Essentials, 9th Edition, Person education Ltd, England. Pp 52-72.

4.13 Presentation of Group work and Term Papers

Group Presentation

Submission of individual Term paper

4.14 WEEK 14: Final Semester Examination

5.0 TEACHING METHODOLOGY

- Formal lectures
- Class discussions
- Cases and situation analysis
- Additional readings
- Examinations and tests

COURSE TEXTS

Ronald J. Ebert et al. (2013), *Business Essentials*, 9th Edition, Person education Ltd, England.

Kibera, F. N., Introduction to business: A Kenyan Perspective, Nairobi, Kenya Literature Bureau, (1996)

READINGS

1. *Robert C Appleby, Modern Business Administration (London, ELBS, 1994)*
2. *Farmer, Richard N. Business: A Novel Approach*

COURSE EVALUATION

Class attendance and participation	10%
Group Work (Case Studies)	10%
Assignments /Quizzes	10%
Term Paper	20%
Mid- Semester Exam	20%
Final Exam	30%
Total	100%

GRADING

90 - 100	A	74 - 77	C+
87 - 89	A-	71 - 73	C
84 - 86	B+	68 - 70	C-
81 - 83	B	64 - 67	D+
78 - 80	B-	61 - 63	D
		60 - 59	D-
		Below 59	F

GROUP ASSIGNMENT

This assessment is to be done in your groups

Task: Business Environment

TERM PAPER

Term Paper (Case Study Handout)

Assignment Guide

- Discussion should demonstrate an understanding of the relevant concepts discussed in the course. Therefore, application and not regurgitation of facts is emphasised.
- The discussion should not be based on conjecture. Instead, base your discussion on existing literature. Numerous journals accessible through EBSCO HOST have a lot of information. Explore different views; this will facilitate the development of academic discourse.
- Reference '**all the sources of all your ideas-always.**' The paper should include in text and end text references done in APA style. (If you do not know or you are not sure about referencing see me as soon as possible).
- Use academic writing. Avoid terms as Kids, between rock and hard place, catch 22 and chilled.
- Avoid abbreviations and all forms of first person I, we, you, us and our.
- Good assignments are re-written not written, answer the question, easy to read and less descriptive and more evaluative.

Assignment Presentation

- The assignment should be in report format. It should have a cover page, table of content, introduction, main body with headings and subheadings, conclusion and references at the end.
- The assignment should be typed in size 12 font and double line spacing.
- A high standard of written work is expected, poor presentations; spelling and grammar will attract heavy penalties. This is not only requirements of this course but it is also the expected minimum professional standard expected in industry.

Submission of assessment and exams

1. The term paper and the group assignment are to be submitted directly to the instructor during or before the class session.
2. All the assignments should be typed in size 12 font and double line spacing.
3. Make-up exams will not be set for this unit.

6.0 KEY INSTITUTIONAL ACADEMIC POLICIES

Your attention is drawn to the following university policies

1. Attendance

“The university expects regular class attendance by all students. Each student is responsible for all academic work missed during absences”

(Page 45, University Catalogue).

2. Acts of misconduct

“The code of conduct prohibits certain acts of misconduct by student enrolled at the university...the following acts are examples of violation;

- Fabrication-any falsification or invention of data, citation, or other authority in an academic exercise.
- Plagiarism- any passing of another’s ideas, words, or work as one’s own.
- Unauthorized collaboration-collaboration is any academic exercise unless the faculty member has stated that such collaboration is permitted.