

4.1.University Requirements

4.1.1.Compulsory Courses

UNR1302 Fundamentals of Business

COURSE INFORMATION

Prerequisites	Academic Year & Level		Teaching Methods			Credit Hrs.
	Year	Semester	Lecture	Tutorial	Laboratory	
None	1	1	2	-	--	2

COURSE AIM

- Conduct business in the global economy.
- Start and expand a small business.
- Manage a business, information systems, and production.
- Manage employees.
- Develop marketing strategies to satisfy customers.
- Manage accounting and financial resources.

COURSE WEEKLY CONTENTS

1. The U.S Business Environment
2. Business Ethics and Social Responsibility
3. Entrepreneurship, New Ventures, and Business Ownership
4. Business Management
5. Organizing the Business
6. Operations Management and Quality part I
7. Operations Management and Quality part II
8. Employee Behavior and Motivation
9. Leadership and Decision Making
10. Leadership and Decision Making (cont.)
11. Human Resources Management and Labor Relations
12. Projects
13. Human Resources Management and Labor Relations (cont.)
14. The global context of business
15. Review

STUDENT GRADING & ASSESSMENT

Weeks	Exams	Assign.	Quizzes	Reports	Present.	Lab.	Total
1 to 7	←		30	MARKS		→	30
8 to 12	←		20	MARKS		→	20
1 to 15	←		10	MARKS		→	10
16 or 17	40	Final					40

REFERENCES

Textbook Ronald J. Ebert and Ricky W. Griffin; Business Essentials, Pearson