

**Course Profile**

**Title: Introduction to Business**

**Course No. THM-112**

**Credit: 03, Contact hours: 45**

**Total Marks: 100**

* **Rationale of the Course**

**This course is designed to strengthen motivating and educating students with the current business practices. The business world is gradually changing and competition is coming up nationally and internationally. New markets are opening in the wider world. The changes taking place today are forming the business world of the future. Students who would understand these changes will be more likely to succeed than the others.**

* **Objective/Learning Outcomes:**

**This course provides students with an insight as to how a business is managed. There are many factors that determine a company’s success including marketing, operations, finance and leadership, to name a few. This course will give students the basics for understanding how these different departments work independently yet are reliant on each other for a company to prosper**

**Upon successful completion of the course, the student will be able to:**

1. **Differentiate general enterprise system and other types of   economic systems.**
2. **Identifyhow business ethics apply to customers and other stakeholders in the    business environment.**
3. **Determine the basic forms of business ownership.**
4. **Gain a basic understanding of international business and the complexities of   operating in a global environment.**
5. **Identifythe basic functions of management and the skills required of managers working with different concepts of motivation**.



Department of Tourism and hospitality Management

RAJSHAHI University

**Rajshahi-6205**

### Course Outline

**BBA Program- 2019**

|  |  |  |
| --- | --- | --- |
| **Course Code** | : | THM-112 |
| **Course Title** | : | Introduction to Business |
| **Course Duration** | : | **45 Hours (28 classes, duration 1Hour 30 Minutes)** |
| **Total Credit** | : | 03 |
| **Full Marks** | : | 100 |
| **Course Teacher** | : | Ayrin Chowdhury |
| **Address** | : | Lecturer, Department of Tourism and hospitality management, RU |
| **Contract No** | : | 01722869386, sssarminnn**@**gmail.com |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Learning outcome** | **Course Contents** | **Teaching Strategy** | **Assessment Strategy** |
|  |  | Definition-Features**-**Importance of Business | Lecture  PPT  Expression | Quiz, test,  Short Answer |
|  |  | Scope of business, definition of industry, types of industry | Lecture  PPT  Presentation | Test  Short Answer |
|  |  | Definition of commerce- branches of commerce | Lecture,  PPT  Exercise | Test, Quiz  Case study |
|  |  | **Group/Individual Presentation (Group-1)** | Presentation | Observation |
|  |  | Sole trader ship | Lecture  PPT  Exercise | Test  Matching |
|  |  | Partnership | Lecture  PPT  Case Study | Test, Identification |
|  |  | joint stock company | Lecture  Case Study | Assignment |
|  |  | **Group/Individual Presentation (Group-2)** | Presentation | Observation |
|  |  | State Enterprise-cooperative societies- | Lecture  PPT  Exercise | Test,  Quiz  Short Question |
|  |  | Effectiveness of various types of business in Bangladesh | Lecture  Practical exercise | Test  Short answer |
|  |  | **Group/Individual Presentation (Group-3)** | Presentation | Observation |
|  |  | Institutions for promotion of business, Support services of government institutions | Lecture  PPT  Exercise | Test  Matching  Essay |
|  |  | Chamber of commerce and industry-Trade association | Lecture  Demonstration  PPT | Test  Matching |
|  |  | **First Tutorial Examination**  **(45 Minutes, Classes 1-13)** | Answer script | Examine Answer script |
|  |  | DSE-CSE-SEC | Lecture  PPT  Exercise | Multiple  Short questions |
|  |  | Commercial policy-Import and export | Lecture  PPT | Test  Short Questions |
|  |  | **Group/Individual Presentation (Group-4)** | Presentation | Observation |
|  |  | Import and export Procedure-Problem and measures to overcome them. | Lecture  PPT  Exercise | Test  Short Questions |
|  |  | Business combination and integration, Types | Lecture  Stage work  Interactions | Test  MCQ  Quiz |
|  | . | **Group/Individual Presentation (Group-5)** | Presentation | Observation |
|  |  | levels, internal and external Advantage and disadvantage of Business communication | Lecture  Class practice  Demo | Written  MCQ  Case, Short Question |
|  |  | International Trade and business | Lecture  Demonstration  PPT | Test  Matching |
|  |  | **Group/Individual Presentation (Group-6)** | Presentation | Observation |
|  | **Questionnaires Survey** | | | |
|  |  | **Second Tutorial Examination (45 Minutes, Syllabus Classes 14-22)** | Answer script | Examine Answer script |
|  |  | Tourism in Business | Lecture  Exercise  Demo | MCQ  Test |
|  |  | Tourism in Business | Lecture  Slide show | Assignment  Rubric |
|  |  | **Group/Individual Presentation (Group-7)** | Presentation | Observation |
|  |  | **Individual/Group Presentations (Unidentified)** | Presentation | Observation |

**Marks Distribution**

|  |  |  |
| --- | --- | --- |
| **1** | **Class attendance** | **10%** |
| **2** | **Presentation/Assignment Individual/Group** | **10%** |
| **3** | **Class test 1 &2** | **10%** |
| **4** | **Final Examination** | **70%** |