[](http://www.birzeit.edu/ar)

Faculty of Business& Economics

*BUSINESS DEPARTMENT*

**First Semester 2020/2021**

**Course syllabus**

**Course information:**

|  |  |
| --- | --- |
| **Course code & number: BUSA 130** | **Course title: Introduction to Business Administration** |
| **Pre- requisite:** None |  |

**Lecture information:**

|  |  |  |
| --- | --- | --- |
| **Instructor name** | **Section** | **Day/time/room** |
| **Rania Jaber** | **L3**  **L4** | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  |  | | |  | | | T R 11:25 – 12:40  MW 11:25- 12:40 | | | | | |  | |  |  | | |
| **Suzan Shkukani** | **L2** | |  |  |  | | --- | --- | --- | | T, R | 12:50 - 14:05 |  | |
| **Nadeen Nabulsi** | **L1** | |  |  |  | | --- | --- | --- | | T, R | 10:00 - 11:15 |  | |
| **Ruba Masrouji** | **L5** | |  |  |  | | --- | --- | --- | | M, W | 12:50 - 14:05 |  | |
| **Hada Al-Eryan** | **L6** | |  |  |  | | --- | --- | --- | | M, W | 15:40 - 16:55 |  | |

**Course Description**

The various functions of business administration, forms of business ownership, scope

and duties of business, the relationship between business and its environment.

**Course Objectives**

The course aims to help students understand the nature of a business and its relation

to the socio-economic environment. To introduce the students to basic business concepts and terms that help them direct their mindset towards the business world. In addition, to offer the students some fundamental insights about the practice and process of decision-making involved in the life of an organization. Finally, to provide students with an opportunity to evaluate and possibly choose a career in the business world .

**Course Outcomes**

A. *Knowledge and understanding*; upon completion of this course, students should be able to

1. Recognize the basic concepts of Business

2. Distinguish between private and public sectors

3. Know the key managerial functions

4. Identify the types of organization charts

5. Identify the forms of motivation

6. Identify the legal forms of businesses

B. *Intellectual/Cognitive skills*; upon completion of this course, students should be able to

1. Compare between the different types of businesses

2. Compare various types of incentives.

3. Contrast rational and behavioral schools of management.

4. Endues the students with team works

C. *Subject specific and practical skills*; upon completion of this course, students should be able to

1. Be able to work smoothly in team works

2. Develop the ability to build organization charts

**Course Expectations**

Whenever possible, cases and examples will be employed to reinforce the concepts of this class. As such, participation will be a appreciated and taken into consideration when setting your overall grade as well as strengthen your ability of understanding the material covered in this course. The following is required of all students:

1. Regular attendance, adherence to Birzeit University Policy regarding absences will be adhered to.

2. Preparation of material before every class. Reading the assigned chapter before class, reviewing of notes, & preparation of any questions.

3. Any assignments must be submitted on time, (LATE WORK WILL NOT BE GRADED) and plagiarism will not be tolerated.

4. Anyone suspected of cheating on an exam is subject to university rules and regulations pertaining to the particular situation which could put the student as a disadvantage.

5. **No makeup** tests will be granted without having an official excuse or severe medical condition which can be proven with official documents.

**Course Content**

|  |
| --- |
| **Please note: this schedule may change as resources and circumstances require.** |

|  |  |
| --- | --- |
| Subject | Number  of Hours |
| Chapter 1: A general outlook on the  Business Environment | 4 |
| Chapter 2: Understanding business ethics  and social responsibility | 4 |
| Chapter 3: Entrepreneurship, New  Ventures and Business Ownership. | 4 |
| **First Hour Exam** |  |
| Chapter 5: Managing the Business | 5 |
| Chapter 6: Organizing the Business | 5 |
| Chapter 8: Employee Behavior and  Motivation |  |
| **Second Hour Exam** |  |
| Chapter 10: Human Resource Management  and labor relations | 3 |
| Chapter 11: Marketing Processes and  consumer behavior | 4 |
| **Final Exam** | |

**Teaching and learning methods**

* In-class lectures and open discussions
* Text material and case studies analysis
* Group work

**Weighting of assessments**

|  |  |
| --- | --- |
| 1st Exam | 20% |
| 2nd Exam | 20% |
| Final Exam | 40% |
| Quizzes and Class  Participation | 30% |
| Total | 100% |

**References:** Essential books /text books

Title: **Business Essentials,** 11th ed. by *Ronald J Ebert & Ricky W Griffin*

Additional references (reading material and handouts) will be circulated in class or electronically via Ritaj.

**Violating academic integrity (e.g., cheating, misconduct)**

Integrity and honesty of our students are essential and core criteria which we emphasize on. Accordingly, we take serious and rigid academic offence including any source of the violation of academic integrity. This includes (according to the University’s honor code and laws):

- Getting engaged in any form of cheating (plagiarism: copying someone else’s work and pretending that it’s your own work).

- Being accused of an academic offence (if you repeat work previously submitted for an

assessed assignment without full acknowledgement of the extent to which that previous work has been used).

- Having someone else perform your assignment for you in part or in whole, like buying a paper, or even writing pieces of work without citing references, etc.

By doing this you will be referred to the Dean’s office and this could mean a grade of (F: Fail) for the entire course. You are expected to comply with the university honor code. Please read it on Ritaj:

[https://ritaj.birzeit.edu/university-laws/#](https://ritaj.birzeit.edu/university-laws/)

**Students with Disabilities**

We encourage students with disabilities, including “invisible” disabilities such as chronic diseases, learning, and psychological disabilities, to explain their needs and appropriate accommodations to me during my office hour. Please bring a verification of your disability for accommodating your needs.

**Academic Honesty:**

You are expected to comply with the university honor code. Please read it on Ritaj

https://ritaj.birzeit.edu/university-laws/#