

Course unit title:	Business Organization I		
Course unit code:	ABSO105		
Type of course unit:	Elective		
Level of course unit:	Bachelor (1 st cycle)		
Year of study:	2 nd		
Semester when the unit is delivered:	3 rd or 4 th semester		
Number of ECTS credits allocated :	6		
Name of lecturer(s):	Dr. Nina Gorovaia-Zeniou		
Learning outcomes of the course unit:	<p>Analyze the nature of organizations in general and business in particular</p> <p>Identify and discuss the forms of business ownership, their advantages and disadvantages</p> <p>Discuss what it means to practice good business ethics and highlight three factors that influence ethical behaviour. Ability to make an ethical decision.</p> <p>Identify the internal and external environmental factors which affect general business practices and managerial decisions</p>		
Mode of delivery:	Face-to-face		
Prerequisites:	None	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<p>Chapter 1:</p> <p>THE FUNDAMENTALS OF BUSINESS AND ECONOMICS</p> <p>An introduction to business course offers something to everyone, from students who are still deciding whether business is the right major for them to workers who already have practical experience in the business world. This chapter introduces some basic definitions of business and important micro- and macro-economic concepts such as demand versus supply, competition, monetary and fiscal policies, inflation, and economic indicators.</p> <p>Chapter 2:</p> <p>ETHICS AND CORPORATE SOCIAL RESPONSIBILITY</p> <p>This chapter presents topics related to ethics and social responsibility in the modern business world. It defines business ethics and corporate social responsibility and the multitude of factors that influence both. It then discusses businesses' efforts to increase social responsibility, including their responsibility toward society, the environment, consumers, investors and employees. Finally, it addresses issues related to business ethics and responsibility around the world.</p> <p>Chapter 3:</p> <p>COMPETING IN THE GLOBAL ECONOMY</p> <p>Today's business world consists of nations and economies that are becoming increasingly connected and interdependent of each other. This chapter examines the theories and practices of international businesses and how they are affected by economic, social, cultural, political and legal differences among nations. We will introduce major regional trading blocs and worldwide trading organizations and discuss five main forms of international business.</p> <p>Chapter 5:</p> <p>BUSINESS STRUCTURES</p> <p>One of the most fundamental decisions in starting a business is selecting a form of business ownership. This chapter examines the three most common forms of business ownership, namely sole proprietorship, partnership and corporation, as well as newer hybrid forms of business ownership such as Limited Liability Companies (LLCs). It also</p>		

	<p>discusses the increasingly business phenomena of mergers, acquisitions and alliances.</p> <p>Chapter 6: SMALL BUSINESS AND ENTREPRENEURSHIP</p> <p>This chapter covers the increasingly popular topics of entrepreneurship and small business management. It defines a small business (other than size alone) and identifies the key factors that contribute to its increase in number. It also discusses common characteristics of successful entrepreneurs and provides various resources for would-be entrepreneurs, including how to write a business plan and where to obtain financing.</p> <p>Chapter 9: MARKETING CONCEPTS AND STRATEGIES</p> <p>This chapter introduces the dynamic business functional area of marketing. It defines marketing, and discusses how firms use market research to learn more about their customers' needs and wants. It then outlines the major steps in the strategic marketing planning process and highlights the various market segmentation techniques. Finally, it introduces the next two chapters by identifying the four elements of a firm's marketing mix.</p>				
Recommended and/or required reading:	Bovee, Thill (2015) Business in action with real time updates, 7th edition, Pearson International Edition.				
Textbooks:	Bovee, Thill (2015) Business in action with real time updates, 7th edition, Pearson.				
References:	Nickels, McHugh and McHugh, Understanding Business, the latest editions, McGraw Hill.				
Planned learning activities and teaching methods:	Lectures, discussions, presentation of case studies, movies, assignments				
Assessment methods and criteria:	<p>Mid term and final examinations:</p> <table> <tr> <td>Midterm Test</td> <td>40%</td> </tr> <tr> <td>Final Exam</td> <td>60%</td> </tr> </table>	Midterm Test	40%	Final Exam	60%
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Language of instruction:	English				
Work placement(s):	Not applicable				