

Course Title	INTRODUCTION TO BUSINESS
Course Code	MGT 111
Course Purpose and Objectives	The purpose of this course is to demonstrate to students the large context in which businesses operate and the many legal and ethical issues managers must consider as they make business decisions. The course will provide students with basic information to appreciate the changes that take place within the environment which affects business behaviour and explain the role and purpose of business activity in private and public sector.
Learning Outcomes	<ol style="list-style-type: none"> 1. Explain the fundamentals of business and economics. 2. Identify the changes that take place within the environment which affects business behavior 3. Explain the role and purpose of business activity in both the private and public sector. 4. Define the main types of businesses and commercial activity and how they are organized. 5. Apply business ethics in order the company to be socially responsible.
Course Content	<ul style="list-style-type: none"> • Fundamentals of business & economics: an introduction • The global economy • Starting and financing a small business • The functions and roles of management • Organizing and working in teams • Developing marketing strategies to satisfy customers • GDPR