

## **MGT100: INTRODUCTION TO BUSINESS**

### **Course Objectives**

To build on the understanding of contemporary business and its environment; management, organization, marketing, and financing the organization. Coverage of the basic FSM laws and regulations in business are also included.

- ) Explain what a business is and how it operates in a free market system. Discuss the concept of social responsibility in business.
- ) Discuss inflation and unemployment and how monetary and fiscal policy are used to combat them. Differentiate between macroeconomics and microeconomics.
- ) Identify and explain the three basic forms of business ownership. Identify the levels of management and skills required for managerial success.
- ) List the major functions of marketing. Discuss how marketing's role in the exchange process creates utility.
- ) Explain the objectives of promotion and the concept of a promotional mix.
- ) Describe the functions of accounting and its importance to the firm's management and to outside parties such as investors, creditors, and government agencies.
- ) Identify the major categories of financial institutions and the sources and uses of those funds.

### **Course Contents**

- ) Contemporary Business and its Environment
- ) The Structure of Business
- ) Management and Organization
- ) The Human Resource
- ) Marketing Management
- ) Information for Decision Making
- ) Financing the Enterprise

### **Reference Books:**

Louis Boone and David Kurtz; Contemporary Business. Dreden Press 15<sup>th</sup> Edition, 2013