

Course Title:	Introduction to Business
Course Code:	BUS101
No. of Credits/Semester:	3
Mode of Tuition:	Sectional Approach
Teaching Hours:	45
Category in Major Programme:	Free Elective
Prerequisite:	Nil

INTRODUCTION

This course focuses on an integrated view of business with a regional emphasis. It aims to provide students with a comprehensive and balanced overview of the interwoven nature of basic business disciplines and principles. Topics to be explored include: business formation and practices, small business management, market dynamics, competitive strategies, business plan writing, business ethics and social responsibility.

OBJECTIVES

This course aims to provide students with an in-depth exploration of business organizations and help them appreciate the importance of the linkages between the internal operations of a business and its external environment. Students are expected to comprehend ethical dimensions in business decisions.

INDICATIVE CONTENT

The Internal Operations:

Creating a business and writing a business plan; Business objectives; Business functions and practices in management of human resource, market, supply chain, information, operations and logistics, accounting and finance, and business risks; Entrepreneurship and management of small business; Development of competitive strategies and sustainable development

The External Environment:

Background of Hong Kong business environment; Market dynamics; Government's role in business settings; Technological changes

Business Organisations and Ethics:

Business ethics and Corporate social responsibility; social enterprises

For details of topics to be discussed in class, please refer to the Class Schedule

LEARNING APPROACHES

- A. **Action learning** is one of the main learning modes used in this course. Students should actively participate in the learning process by involvement in all class activities and home assignments. Students in groups of three to four should undertake a term project to develop a deeper understanding in business. All students should pay particular attention to the issues of business

ethics and corporate social responsibility. There are three kinds of action learning projects for students to choose:

1. Business Operations
2. Service Learning
3. Business Plan Competition

For details of action learning projects, please refer to the Action Learning Project Guide

- B. **Lectures** will be given on discussion of related topics in business issues. The concept on value chain will be used as the framework to outline the business environment and the interaction and integration of various business functions. Emphasis is placed on the use of short cases and real-life examples. Insights derived from the international business and the contextual environment of China are used to refine the students' ability to apply theory and principles. Guest speakers will be invited and company visits will be arranged to demonstrate how theories are applied to the business world.
- C. **Readings** are the responsibility of all students. Students should read the relevant chapters, materials, and information on indicated websites before class. They should be prepared to raise questions and arguments in class on related topics in the class schedule.

ASSESSMENT

Continuous Assessment: 50%

[An action learning project (30%); quizzes, class activities, and home assignments (20%)]

Final Examination: 50%

READINGS

Essential:

Business by **Pride**, William M., **Hughes**, Robert J., & **Kapoor**, Jack R. 8th/9th Edition, 2005/2008. Houghton Mifflin.

Start Your Business <<http://www.business.gov.hk/bep/opencms/release/eng/start/index.html>>

About Business Planning <<http://www.canadabusiness.ca/ibp/en/info.cfm>>

Supplementary:

Contemporary Business by **Boone**, Louis E., & **Kurtz**, David L. 2007, 12th Edition. Mason, Ohio : Thomson/South-Western. (ISBN-13: 9780324359299)

Business in Action by **Bovée**, Courtland L., **Thill**, John V., & **Schatzman**, Barbara E. 2006, 3rd Edition. Prentice Hall. (ISBN-10: 0131492667)

For other references, please refer to the Class Schedule

INSTRUCTOR

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