

Title: Introduction to Business Management

Course Overview:

This course provides a foundational understanding of business management principles, covering essential topics such as organizational structure, marketing, finance, operations, and leadership. By the end of this course, students will have a fundamental grasp of how businesses operate and the key factors influencing success.

Course Objectives:

- Understand the basic concepts of business and management.
- Analyze different business structures and their advantages.
- Learn fundamental financial principles for business decision-making.
- Explore marketing strategies and consumer behavior.
- Examine leadership styles and their impact on organizational success.

Modules:

1. Introduction to Business and Management

- Definition of Business and Management
- Role of Managers in an Organization
- Business Environments and Trends

2. Business Structures and Operations

- Types of Business Ownership (Sole Proprietorship, Partnership, Corporation)
- Business Functions: HR, Finance, Marketing, and Operations
- Organizational Structure and Culture

3. Marketing Principles

- Market Research and Consumer Behavior
- Product Development and Branding
- Digital Marketing and Social Media Strategies

4. Financial Management

- Basics of Accounting and Budgeting

- Revenue, Costs, and Profitability
- Financial Planning and Investment Strategies

5. Leadership and Human Resource Management

- Leadership Theories and Styles
- Motivation and Employee Engagement
- Talent Management and Performance Evaluation

6. Strategic Management and Business Ethics

- Competitive Advantage and Business Strategies
- Corporate Social Responsibility (CSR)
- Ethical Decision-Making in Business

Assessment Methods:

- Quizzes and Assignments
- Case Study Analysis
- Group Projects
- Final Exam

Recommended Reading:

- "Principles of Management" by Stephen P. Robbins and Mary Coulter
- "Marketing Management" by Philip Kotler
- "Financial Accounting" by Jerry J. Weygandt

This course is designed for business students, entrepreneurs, and professionals looking to enhance their business knowledge and decision-making skills.