## COX 1108 INTRODUCTION TO BUSINESS ADMINISTRATION (3 CU)

**Course Description**

The course is designed to provide students with the ability to understand the nature and scope of the business, business functional areas and ownership. The course will also cover the role of government to business activities and the concept of company’s social capital responsibility.

**Objectives or Aims**

The course will help the students to achieve the following objectives:

* understanding the nature and scope of a business
* Determine the best type of business ownership
* integrate the key business functional areas
* appreciate the role of government in business
* To assess the companies’ social responsibility in a given social setting.

**Learning Outcomes**

Students should be able to:

* Describe the nature and business scope
* Evaluate different types of business ownership
* asses the role of companies to given social settings.

**Intellectual, practical and transferable skills**

* Problem solving skills
* Analytical
* Team work
* Communication

**Teaching and Learning Patterns**

* Use of case studies
* Class discussions
* Straight lecture
* Group presentations

**Indicative Content**

Nature and scope of business, business ownership, sole proprietorship, partnership, co-operatives, joint stock companies and multinationals, functional areas of the business such as marketing, finance, production, human resources, business environment, role of government in business, business ethics, social capital responsibility , regional and international trade agreements.

**Assessment Methods**

Use of coursework, quiz and tests (30%) and final examination (70%)

**Core reading textbooks**

1. Appleby, R.C. (1994) [Modern Business Administration](http://www.amazon.com/Modern-Business-Administration-Robert-Appleby/dp/0273602829/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1208782111&sr=1-1)
2. Hack, W.G. Candoli,C.I. and Ray, J.R. (1994)[School Business Administration: A Planning Approach](http://www.amazon.com/School-Business-Administration-Planning-Approach/dp/0205163661/ref=sr_1_4?ie=UTF8&s=books&qid=1208782111&sr=1-4)
3. Barrass, R. (2002) [*Writing at Work: A Guide to Better Writing Administration, Business and Management*](http://www.amazon.com/Writing-Work-Administration-Business-Management/dp/0415267536/ref=sr_1_8?ie=UTF8&s=books&qid=1208782111&sr=1-8)
4. Batty, J. (2002) [Business Administration and Management (Information Technology & Accountancy Library)](http://www.amazon.com/Administration-Management-Information-Technology-Accountancy/dp/185736502X/ref=sr_1_1?ie=UTF8&s=books&qid=1245756837&sr=1-1)
5. Deverell, C.S. (1985)[Business Administration and Management](http://www.amazon.com/Business-Administration-Management-Cyril-Deverell/dp/0852582404/ref=sr_1_3?ie=UTF8&s=books&qid=1245756837&sr=1-3)
6. Phophalia, A.K. (1997)[Business Administration and Management](http://www.amazon.com/Business-Administration-Management-K-Phophalia/dp/8173911649/ref=sr_1_4?ie=UTF8&s=books&qid=1245756837&sr=1-4) b
7. Parsons, C.C. (1922)[Office organization and management (Business administration ... La Salle extension university)](http://www.amazon.com/organization-management-administration-extension-university/dp/B0008C4T48/ref=sr_1_6?ie=UTF8&s=books&qid=1245756837&sr=1-6)
8. Chang, Y.N. (1980)[Business policy and strategy (The Goodyear series in administration and business management)](http://www.amazon.com/Business-strategy-Goodyear-administration-management/dp/0876201265/ref=sr_1_13?ie=UTF8&s=books&qid=1245756999&sr=1-13)
9. McDonald, P.J. and Sherwood, F.P (1960)[administrative organization (a thorough analysis of organization problems in administration and business management ... combines traditional and behavioral points of view)](http://www.amazon.com/administrative-organization-administration-combines-traditional/dp/B000OHEHZI/ref=sr_1_14?ie=UTF8&s=books&qid=1245756999&sr=1-14)