

DEREE COLLEGE SYLLABUS FOR:		3/0/3						
BU 2010 LE BUSINESS FUNDAMENTALS								
(Fall 2021)								
PREREQUISITES:	None							
CATALOG DESCRIPTION:	Principles and theories for managing business systems and processes. Overview of business functions in the context of a global competitive environment. Ethical issues, corporate social responsibility and sustainability.							
RATIONALE:	This course equips students with foundational knowledge in business and all its business functions and processes, and the role of business in modern society. It also helps students understand how globalization, sustainability and multiculturalism shape contemporary businesses and prepares them to address the challenges faced by organizations within a dynamic and rapidly changing business eco-system. Through the discussion of business cases and real life examples, the course enables students to link the theoretical business concepts to actual practice at different managerial levels and in a broad range of settings, be they service, manufacturing, not-for-profit, domestic, global, large or entrepreneurial organizations.							
LEARNING OUTCOMES:	<p>As a result of taking this course, the student should be able to:</p> <ol style="list-style-type: none"> 1. Examine the role of business in modern society and emerging issues of concern for contemporary business managers. 2. Discuss ethical issues in diverse business environments. 3. Demonstrate knowledge of the nature of business functions and their interplay with their complex environments. 4. Identify and explain the essentials of cross-functional decision making along all main business functions. 							
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the learning and teaching strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> • Classes consist of lectures, case studies, experiential exercises, and in-class discussion of related material. • Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material. • Use of Blackboard, where instructors post lecture notes, online quizzes assignment instructions, required readings, timely announcements, as well as additional resources. 							
ASSESSMENT:	<p>Summative:</p> <table border="1"> <tr> <td>First Assessment: Written project (individual; 1,200-1,500 words)</td> <td align="center">50%</td> </tr> <tr> <td>Final Assessment: Written examination (Essay-type questions)</td> <td align="center">50%</td> </tr> </table> <p>Formative:</p> <table border="1"> <tr> <td>case studies, experiential exercises, in-class quizzes</td> <td align="center">0%</td> </tr> </table> <p>The formative coursework aims to prepare students for the midterm examination and the final examination. The 1st assessment tests Learning Outcomes 1 and 2. The final assessment tests Learning Outcomes 3 and 4.</p>		First Assessment: Written project (individual; 1,200-1,500 words)	50%	Final Assessment: Written examination (Essay-type questions)	50%	case studies, experiential exercises, in-class quizzes	0%
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Final Assessment: Written examination (Essay-type questions)	50%							
case studies, experiential exercises, in-class quizzes	0%							

	<p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. Students are not required to resit failed assessments in this module. Failure to pass the module results in module repeat.</p>
<p>INDICATIVE READING:</p>	<p>REQUIRED READING:</p> <p>Ferrell, O. C., Hirt, G. & Ferrell, L. (2020) <i>Business Foundations: A Changing World</i>, 12th Edition, McGraw-Hill.</p>
	<p>RECOMMENDED READING :</p> <p>BOOKS:</p> <p>Needle, D. & Burns, J. (2019) <i>Business in Context: An Introduction to Business and its Environment</i>, 7th edition, Cengage.</p> <p>Nickels, W., McHugh, J. and McHugh, S. (2021) <i>Understanding Business: The Core</i>, 2nd Edition, McGraw-Hill.</p> <p>Pride, W. M., Hughes, R. J. & Kapoor, J. R. (2019) <i>Foundations of Business</i>, 6th edition, Cengage.</p> <p>ARTICLES:</p> <p>Aust, I., Matthews, B. & Muller-Camen, M. (2020). Common Good HRM: A paradigm shift in Sustainable HRM? <i>Human Resource Management Review</i>, Volume 30, Issue 3.</p> <p>Dellaert, B. G. (2019). The consumer production journey: Marketing to consumers as co-producers in the sharing economy. <i>Journal of the Academy of Marketing Science</i>, 47(2), 238-254.</p> <p>Hajro, A., Caprar, D. V., Zikic, J., & Stahl, G. K. (2021). Global migrants: Understanding the implications for international business and management. <i>Journal of World Business</i>, 56(2). https://doi.org/10.1016/j.jwb.2021.101192</p> <p>Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. <i>International Journal of Research in Marketing</i>, 34(1), 22-45.</p> <p>Kaufman, B.E. (2015), Evolution of Strategic HRM as Seen Through Two Founding Books: A 30th Anniversary Perspective on Development of the Field. <i>Human Resource Management</i>, 54: 389-407. https://doi.org/10.1002/hrm.21720</p> <p>Kumar, V., Jones, E., Venkatesan, R., & Leone, R. P. (2011). Is market orientation a source of sustainable competitive advantage or simply the cost of competing? <i>Journal of Marketing</i>, 75(1), 16–30. https://acg.on.worldcat.org/oclc/7021547023</p> <p>Maon, F., Swaen Valérie, & De Roeck, K. (2021). Corporate branding and corporate social responsibility: toward a multi-stakeholder interpretive perspective. <i>Journal of Business Research</i>, 126, 64–77. https://doi.org/10.1016/j.jbusres.2020.12.057</p> <p>Meijerink, J., & Keegan, A. (2019). Conceptualizing human resource management in the gig economy: Toward a platform ecosystem perspective. <i>Journal of Managerial Psychology</i>, 34(4), 214– 232.</p>

	<p>Mishra, P., & Schmidt, G. B. (2018). How can leaders of multinational organizations be ethical by contributing to corporate social responsibility initiatives? Guidelines and pitfalls for leaders trying to do good. <i>Business Horizons</i>, 61(6), 833-843.</p> <p>Porter, M., & Kramer, M. (2011). Creating shared value. <i>Harvard Business Review</i>, 89(1/2).</p> <p>Saarikko, T., Westergren, U. H., & Blomquist, T. (2020). Digital transformation: five recommendations for the digitally conscious firm. <i>Business Horizons</i>, 63(6), 825–839. https://doi.org/10.1016/j.bushor.2020.07.005</p> <p>Scheidler, S., Edinger-Schons, L. M., Spanjol, J., & Wieseke, J. (2019). Scrooge Posing as Mother Teresa: How Hypocritical Social Responsibility Strategies Hurt Employees and Firms. <i>Journal of Business Ethics</i>, 157(2), 339–358. https://doi.org/10.1007/s10551-018-3788-3</p> <p>Sharma, P., Leung, T. Y., Kingshott, R. P. J., Davcik, N. S., & Cardinali, S. (2020). Managing uncertainty during a global pandemic: An international business perspective. <i>Journal of Business Research</i>, 116, 188–192. https://doi.org/10.1016/j.jbusres.2020.05.026</p> <p>Smith, T., & Schlegel, L. (2018). An interview with Curt Ferguson, president, Coca-Cola greater China & Korea. <i>Business Horizons</i>, 61(6), 863-866. doi:10.1016/j.bushor.2018.06.005</p> <p>Sozuer, S., Carpenter, G. S., Kopalle, P. K., McAlister, L. M., & Lehmann, D. R. (2020). The past, present, and future of marketing strategy. <i>Marketing Letters</i>, 31(2), 163-174.</p> <p>Verbeke, A. (2020). Will the covid-19 pandemic really change the governance of global value chains? <i>British Journal of Management</i>, 31(3), 444–446. https://doi.org/10.1111/1467-8551.12422</p> <p>Wilkie, W. L., & Moore, E. S. (2012). Expanding our understanding of marketing in society. <i>Journal of the Academy of Marketing Science</i>, 40(1), 53-73.</p> <p>Other sources, incl. journal and newspapers' articles, research papers etc. recommended by the instructor throughout the semester.</p>
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	None
WWW RESOURCES:	<p>www.reuters.com</p> <p>www.wsj.com</p> <p>www.shrm.org</p> <p>www.cipd.co.uk</p> <p>www.hbr.org</p> <p>www.fortune.com</p> <p>https://www.forbes.com/</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. The Dynamics of Business Eco-System 2. Globalization and Culture 3. Ethics, Sustainability and Social Responsibility 4. Management of Business Systems and Processes 5. Contemporary Organizational Challenges and risk management 6. Entrepreneurship and Forming a Business 7. Operations and Supply Chain Management

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| | <ul style="list-style-type: none">8. Leadership and Human Resource Management9. Marketing Fundamentals10. Marketing Strategy11. Technology and Information Management12. Accounting and Financial Analysis13. Business Economics and Financial Management |
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