I. GENERAL INFORMATION

II. COURSE INFORMATION

COURSE OBJECTIVES
The main objectives of the course are to introduce the students the core business concepts and to provide them with an analytical framework for understanding the business issues and functions.

COURSE DESCRIPTION

COURSE METHODOLOGY
The class will be conducted primarily in lecture format. Regardless, students will be encouraged to raise question and to make observations / comments whenever they wish. So, the course will be a combination of lectures by the instructor herself and class discussions on the case studies and relevant topics

COURSE REQUIREMENTS
Attendance is expected at every class. The student should read the assigned chapter before coming to the class in which it will be discussed.

GRADING INFORMATION & CRITERIA
40% of the midterm exam and 60% of the final exam constitute the raw grade of the course. Raw grade is then converted into letter grade through the curve system. The outcomes are e-mailed to the students.

REQUIRED & PROPOSED MATERIALS

EXTRA INFORMATION
Office Hours: Wednesday 11-12.

COURSE OUTLINE
The topics to be covered and the number of weeks devoted to each are as follows:

Week 1. The Fundamental Topics and Concepts in Business
Week 2. Relations with Other Sciences
Week 3. Forms of Businesses
Week 4-5-6. Establishment of Businesses
- Feasibility Studies
- Business Growth
- Capacity
Week 7. Business Functions: Production
Week 8-9. Examinations
Week 10. Business Functions: Marketing
Week 13. Business Functions: Finance and Accounting