

**1. Course Identity**

Course Name	Introduction to Business		
Faculty	Business and Economics	Study program	Bachelor of Management
Code	SEM107	Credits weight	3
Group	Study program	Type of Course	Compulsory
Semester	1	Availability	Limited to Study Programs
Learning Method	Class	Media	Blended Learning
Course Cluster	Core Courses (MKI)	Prerequisite	-

2. Course Description

Introduction to Business is a compulsory course for students in the first semester with 3 credits. It aims to introduce students with fundamental business topics. This course provides students with fundamental knowledge and competencies to understand various matters related to the business world. A profound understanding of business world is crucial in the study of management science, and thereby this course also serves as the basis for advanced courses. The main concepts in this course include the business environment, managing business organizations using a management function approach, and the latest global issues in the business world. Upon the completion of this course, students are expected to have insight and knowledge about business, business management, and the business environment that affects the business world.

3. Learning Outcomes




CPL Code	Formulation of Graduate Learning Outcomes (CPL)	CPMK Code	Formulation of Course Learning Outcomes (CPMK)
S1	To be devoted to God the almighty and develop a virtuous noble character	CPMK 01	To master contemporary business concepts covering issues of the business environment, business ethics and CSR, entrepreneurship, and the global business context.
S3	To internalize values, norms and ethics that prioritize integrity, honesty, responsibility and trust in carrying out profession	CPMK 01	To master contemporary business concepts covering issues of the business environment, business ethics and CSR, entrepreneurship, and the global business context.
S5	To appreciate the diverse cultures, views, religions, and beliefs and opinion or findings of others	CPMK 01	To master contemporary business concepts covering issues of the business environment, business ethics and CSR, entrepreneurship, and the global business context.
S8	To internalize the spirit of learning, independence, struggle, and entrepreneurship	CPMK 01	To master contemporary business concepts covering issues of the business environment, business ethics and CSR, entrepreneurship, and the global business context.
		CPMK 02	To formulate strategies to manage and organize a business.
		CPMK 03	To design leadership strategies and HR management in the organization.
PP2	To master the rules, principles and techniques of communication across functional, organizational and cultural levels for effective communication across functional and organizational	CPMK 02	To formulate strategies to manage and organize a business.
		CPMK 03	To design leadership strategies and HR management in the organization.

	levels		
KU1	To understand and implement theoretical concepts, methods and tools for analysis of management functions (planning, implementation, direction, monitoring, evaluation, and control) and organizational functions (marketing, HR, Operations, and Finance) in various types of organizations	CPMK 02	To formulate strategies to manage and organize a business
		CPMK 03	To design leadership strategies and HR management in the organization
		CPMK 04	To design and develop marketing strategies related to consumer behavior and marketing mix
		CPMK 05	To design information technology and financial management models for businesses
KU3	To identify managerial problems and organizational functions at the operational level, and take appropriate solution actions based on developed alternatives, by applying entrepreneurial principles rooted in local wisdom	CPMK 02	To formulate strategies to manage and organize a business
		CPMK 03	To design leadership strategies and HR management in the organization
KU6	To develop and maintain a professional networking of with mentors, colleagues, peers both inside and outside the institution	CPMK 02	To formulate strategies to manage and organize a business
		CPMK 03	To design leadership strategies and HR management in the organization
		CPMK 04	To design and develop marketing strategies related to consumer behavior and marketing mix
KK3	To see opportunities quickly and dare to take risks responsibly to provide optimal benefits	CPMK 04	To design and develop marketing strategies related to consumer behavior and marketing mix.
		CPMK 05	To design information technology and financial management models for businesses.
KK5	To think like a visionary, be open, communicative, creative, responsive to change and responsive to advances in science and technology within the scope of management science	CPMK 05	To design information technology and financial management models for businesses

4. Learning Materials and Main References

Learning Materials	<ol style="list-style-type: none"> 1. Business Environment 2. Business Ethics and Social Responsibility 3. Entrepreneurship and Business Ownership 4. Global Context of Business 5. Managing and Organizing Business 6. Operations Management and Production Quality 7. Employee Behavior and Motivation 8. Leadership and Decision Making 9. HR Management 10. Marketing Process and Consumer Behavior 11. Building and Pricing Products 12. Product Distribution and Promotion 13. Information Technology for Business 14. Managing Business/Business Finance
Main References	Ebert, R. J. & Griffin, R. W. 2019. Business Essentials, 12th Edition. Pearson Education, Ltd. Harlow. (EG)



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TRANSLATOR STATEMENT

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