



**AMERICAN UNIVERSITY  
OF CYPRUS**

<b>Course Code</b> EL472	<b>Course Name</b> Introduction to Business	<b>ECTS Credit</b> 5
<b>Pre-Requisite</b>	<b>Course Type</b> Elective	<b>Language of Instruction</b> English
<b>Year of Study</b> 4 <sup>th</sup> / 7 <sup>th</sup>	<b>Level of Course</b> BSc/1st Cycle	<b>Mode of Delivery</b> On Campus

**Course Objectives:**

The purpose of the course is to provide a comprehensive introduction to the key elements of the business organization and its environment. Build a foundation of knowledge on the main functional areas of management and develop analytical skills to identify the links between the functional areas in management, organisations, management practices and the business environment.

**Learning Outcomes:**

On completion of this course, students be able to:

- Understand the evolution of the business organization and management thought, identifying the interconnections between developments in these areas;
- Evaluate alternative theories of management critically, recognizing the centrality of decision making and strategic thinking to the managerial role and functions;
- Discuss and compare different models and approaches to understanding the firm, evaluating these in the context of the business environment; explore the impact of key environmental factors on decision making and business in general.

**Teaching Methodology:**

Lectures 42 hours

**Course Content**

- Introduction to Business
- The development of business
- The forms of Business Organizations
- The role of different functions in Business
- Business and the environment

Contemporary issues in business and management

**Assessment Methods:**

Final Exam

**Required Textbooks/Reading:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>
Introduction to Business	Hughes, R., and Kapoor J.	Prentice Hall	2013
Business in Context	Needler, D.	Prentice Hall	2015