



## COURSE SYLLABUS

# Introduction to Business, 3 credits

*Introduction to Business, 3 högskolepoäng*

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<b>Course Code:</b> JIDG14	<b>Education Cycle:</b> First-cycle level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education May 2, 2023	<b>Disciplinary domain:</b> Social sciences (75%) and natural sciences (25%)
<b>Valid From:</b> Aug 19, 2024	<b>Subject group:</b> FE1
<b>Version:</b> 1	<b>Specialised in:</b> G1N
	<b>Main field of study:</b> General Management

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### Intended Learning Outcomes (ILO)

Upon completing the course the student shall be able to:

Knowledge and understanding

1. Recognize, account for, and interpret basic concepts in Economics.
2. Recognize, account for, and interpret concepts related to the interconnectedness between society and business.
3. Recognize, account for, and interpret, concepts related to business organization and ownership.
4. Recognize, account for, and interpret concepts related to business finance and business models
5. Recognize, account for, interpret, and apply concepts related to sustainability in business, including the Sustainable Development Goals.

Skills and abilities

6. Comprehend academic presentations and readings within the area of Economics and Business.

Judgement and approach

7. Reflect on the interconnectedness between business and society, including the role of business management for sustainable development.

### Contents

This course is designed to provide students with a foundation for business and management studies. It contextualizes business operations and management in the wider economic and societal context and facilitates understanding of some topical areas in business. For this purpose, the course comprises the following five parts:

*Economics* – introducing students to how markets function and influence business.

*Business and Society* – introducing students to the interconnectedness between society and business.

*Business organizations and ownership* – introducing students to the different ways of setting up, owning, and operating businesses.

*Finance and business models* – introducing students to how businesses are financed. Overview of business models and how this relates to revenue flow and sustainable finances.

*Sustainability & SDGs* – introducing students to sustainability and SDGs, elaborating the role of business in sustainable development.

### Connection to research and practice

The subject introductions are provided by research-active faculty, ensuring that the content mirrors concepts and assumptions in current research. Students are required to read and comprehend basic academic literature. Parts of the course specifically focus on connecting business operations with society. Examples from practice are utilized to facilitate students' understanding of the effects of managerial decisions.

### Type of instruction

The teaching is mainly asynchronous and conducted online, consisting of pre-recorded lectures, readings, and diagnostic tests. The teaching is conducted in English.

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### Prerequisites

Bachelor's degree (i.e the equivalent of 180 credits at an accredited university).

### Examination and grades

The course is graded Fail (U) or Pass (G).

The intended learning outcomes are mainly assessed as follows:

Economics: ILOs 1 and 6.

Business and Society: ILOs 2 and 6.

Business organizations and ownership: ILOs 3 and 6.

Finance and business models: ILOs 4 and 6.

Sustainability & SDG: ILOs 5, 6, and 7.

All parts of compulsory examination in the course must be passed with a passing grade before a final passing grade can be set.

Registration of examination:

Name of the Test	Value	Grading
Economics – diagnostic test	0.5 credits	U/G
Business and Society – diagnostic test	0.5 credits	U/G
Business organizations and ownership – diagnostic test	0.5 credits	U/G
Finance and business models – diagnostic test	0.5 credits	U/G
Sustainability & SDGs – diagnostic test	0.5 credits	U/G

Sustainability & SDGs – individual reflection	0.5 credits	U/G
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### Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

### Other information

#### Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during

### Course literature

A reading list associated with the specific issues will be available at the start of the course.