

Macao Polytechnic University
Faculty of Applied Sciences
Bachelor of Science in Computing
Module Outline
Academic Year 2022 / 2023 Semester 1

Learning Module	Introduction to Business		Class Code	MBUS100
Pre-requisite(s)	Nil			
Medium of Instruction	English		Credit	3
Lecture Hours	45 hrs	Lab/Practice Hours	0 hrs	Total Hours 45 hrs
Instructor	Daisy Jiang Jacob Chan		E-mail	t1712@mpu.edu.mo t1421@mpu.edu.mo
Office	B201, Chi Un Building		Telephone	

Description

This module provides students with a basic understanding of the key concepts and disciplines of business and its environment, the business process as well as their aims, objectives and business strategies. On completion of the module, students should be able to demonstrate a sound, fundamental knowledge in different aspects of business with regard to its economic, environmental and social behaviors.

Learning Outcomes

After completing the learning module, students will be able to:

1. Identify and understand basic concepts and terminology of economics and business formation (ET1p, ET2p);
2. Analyze fundamental and operational issues in business, and understand why business is a vital component of society (ET1p, ET2p, ET5p);
3. Recognize the various functional areas of business: economics, management, marketing, finance and organization (ET1p, ET2p, ET3p);
4. Understand key information from financial statements (ET1p, ET2p).

Content

1. Overview of Economic Systems and Business (6.5 hours)
 - 1.1 The Nature of Business

- 1.2 Business Environment
- 1.3 Business Cycles
- 1.4 Economic Systems
- 1.5 Macroeconomics and Microeconomics
- 1.6 Supply and Demand
- 1.7 Inflation and Unemployment, and other economic data
- 2. Forms of Business Ownership (3.5 hours)
 - 2.1 Sole Proprietorship
 - 2.2 Partnership
 - 2.3 Corporation
 - 2.4 Specialized Forms of Business Organization
 - 2.5 Franchises
 - 2.6 Small Business and Entrepreneurship
- 3. Business Ethics (3 hours)
 - 3.1 Business Ethics
 - 3.2 Socially Responsible Business
 - 3.3 Responsibilities to Stakeholders and Corporate Social Responsibility (CSR)
- 4. Business Management and Planning (7 hours)
 - 4.1 Organizational Models and Organization Structure
 - 4.2 Functions of Management
 - 4.3 Planning and Goal Setting
 - 4.4 Strategy Formulation and Execution
 - 4.5 Administration and Management
 - 4.6 Leadership and Leading Teams
 - 4.7 Human Resources Management (HRM)
- 5. Marketing (6 hours)
 - 5.1 Marketing Concepts
 - 5.2 Product and Service Development
 - 5.3 Product Segmentation and Differentiation
 - 5.4 Pricing and Promotions
 - 5.5 Wholesaling, Retailing, and Physical Distribution
 - 5.6 Customer Relationship
- 6. Accounting, Finance and Investment (7 hours)
 - 6.1 Accounting Concepts
 - 6.2 Financial Statements and Information

- 6.3 Understanding Financial Ratios
- 6.4 Business Capital Structure and Financing
- 6.5 Function of Money
- 6.6 Money and Financial Institutions
- 6.7 Securities Markets
- 7. Management Information System (MIS) (3 hours)
 - 7.1 Management Information System
 - 7.2 Transforming Businesses through Information
 - 7.3 Technology Management and Planning
 - 7.4 E-business
- 8. Operation Management and Project Management (3 hours)
 - 8.1 Operation Management
 - 8.2 Project Management
- 9. International Business and Global Management (3 hours)
 - 9.1 The Basis for International Business
 - 9.2 Restrictions to International Business
 - 9.3 Global Management of Enterprises
- 10. Managing Change and Innovation (Change Management) (3 hours)
 - 10.1 Innovation and the Changing Workplace
 - 10.2 Changing Things: New Products, Services and Technologies
 - 10.3 Changing People and Culture
 - 10.4 Implementing Change

Teaching Method

Lectures, videos, case studies, group discussion.

Attendance

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes” of Macao Polytechnic University. Students who do not meet the attendance requirements for the module will not be permitted to sit the final or re-sit examination and shall be awarded an ‘F’ grade.

Assessment

This learning module is graded on a 100 point scale, with 100 being the highest possible score and 50 being the passing score.

Item	Description	AHEP3 LO	Percentage
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1. Homework and Exercises	Understanding of class material	ET1p, ET2p, ET3p, ET5p	10%
2. Team Project	Knowledge and communication skills	ET1p, ET2p, ET3p, ET5p	20%
3. Test	Understanding of class material	ET1p, ET2p, ET3p, ET5p	25%
4. Examination	3-hour written examination	ET1p, ET2p, ET3p, ET5p	45%
Total Percentage:			100%

Students with an overall score of less than 35 in the coursework must take the re-sit examination even if the overall score for the module is 50 or above.

Students with a score of less than 35 in the final examination must take the re-sit examination even if the overall score for the module is 50 or above.

Students with an overall final grade of less than 35 are NOT allowed to take the re-sit examination.

Teaching Material

Textbook(s)

1. Nickels, McHugh, and McHugh. (2022). *Understanding Business* (13th edition). McGraw-Hill.

Reference

Reference book(s)

1. Madura, J. (2007). *Introduction to business* (4th Edition). New Edition, Thompson.
2. Donald B., et al. (2008). *International Business: The Challenge of Global Competition* (11th Edition). McGraw-Hill/Irwin.