



**RIGA
GRADUATE
SCHOOL OF
LAW**

Course Outline

Course number	RBA231					
Course title	Introduction to Business Studies					
Credit points	6 ECTS					
Total hours	150					
Contact hours	64					
Independent studies	86					
Course level	Bachelor					
Prerequisites	None					
Category	Mandatory	X	Restricted elective		Free elective	

COURSE RESPONSIBLE

<i>Name</i>	<i>Academic degree</i>	<i>Academic position</i>
Waleed Gumaa	MBA, BA	Lecturer

COURSE TEACHERS

<i>Name</i>	<i>Academic degree</i>	<i>Academic position</i>
Waleed Gumaa	MBA, BA	Lecturer

COURSE ABSTRACT

The primary objective is to give the student an understanding of basic business principles. Global business, entrepreneurship, management, marketing, information technology, and financial management will be discussed.

GRADING CRITERIA

Criteria	Weighting
Online Quizzes	30%
Final Exam	70%

COURSE REQUIREMENTS

All readings must be done before respective classes and students must be prepared to answer questions and discuss. The course will be assessed through a series of interim quizzes as well as a final exam.

Quizzes: After every chapter we cover, you will have a quiz to complete. Quizzes are conducted online and are timed. They are automatically scheduled on the day as shown in the session plan. **Quizzes open at 17:00 on the day and close at 9:00 the next day. Each quiz comprises of 40 questions and you are allotted 30 minutes to complete each quiz from the moment you click start.** Quizzes are sequential – this means you have to answer the question presented and you cannot go back. If you skip the question, it will be counted as a wrong answer. If you skip a quiz, it will count as a failed quiz. You are not allowed to retake a quiz; no exceptions!

Exam: There is one final in class exam and is closed book. The exam will consist of a question related to each section of the course we covered.

COURSE PLAN – MAIN SUBJECTS

No.	Main subjects	Planned hours
1	The Contemporary Business World	16
2	The Business of Managing	12
3	People in Organizations	12
4	Principles of Marketing	10

5	Managing Information	10
6	Financial Issues	4