



**RIGA
GRADUATE
SCHOOL OF
LAW**

Course Outline

Course number	RBA231				
Course title	Introduction to Business Studies				
Credit points	4 CP (6 ECTS)				
Total hours	64				
Contact hours	64				
Independent studies					
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

<i>Criteria</i>	<i>Weighting</i>
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 30 questions and you are allotted 20 minutes to complete each quiz from the moment you click start.** Quizzes are sequential – this means you have to answer the question presented. 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.

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

COURSE PLAN – MAIN SUBJECTS

<i>No.</i>	<i>Main subjects</i>	<i>Planned hours</i>
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
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COURSE PLAN – SESSIONS

<i>Session</i>	<i>Session subjects and readings</i>	<i>Lecture/ Seminar</i>
1	The Contemporary Business World The Business Environment <i>Read: Ebert, Chapter 1</i>	L 11/10/22
2	The Contemporary Business World The Business Environment Class Discussions/Exercises <i>The Business Environment Quiz</i>	L/S Online Quiz 12/10/22
3	The Contemporary Business World Business Ethics and Social Responsibility <i>Read: Ebert, Chapter 2</i>	L 13/10/22
4	The Contemporary Business World Business Ethics and Social Responsibility Class Discussions/Exercises <i>Understanding Business Ethics and Social Responsibility Quiz</i>	L/S Online Quiz 18/10/22
5	The Contemporary Business World Entrepreneurship, New Ventures, and Business Ownership <i>Read: Ebert, Chapter 3</i>	L 19/10/22
6	The Contemporary Business World Entrepreneurship, New Ventures, and Business Ownership Class Discussions/Exercises <i>Entrepreneurship, New Ventures, and Business Ownership Quiz</i>	L/S Online Quiz 21/10/22
7	The Contemporary Business World The Global Context of Business <i>Read: Ebert, Chapter 4</i>	L 25/10/22
8	The Contemporary Business World The Global Context of Business Class Discussions/Exercises <i>Understanding the Global Context of Business Quiz</i>	L/S Online Quiz 26/10/22
9	The Business of Managing Business Management <i>Read: Ebert, Chapter 5</i>	L 27/10/22
10	The Business of Managing Business Management Class Discussions/Exercises <i>Managing the Business Quiz</i>	L/S Online Quiz 28/10/22
11	The Business of Managing Organizing the Business	L 31/10/22

<i>Session</i>	<i>Session subjects and readings</i>	<i>Lecture/ Seminar</i>
	<i>Read: Ebert, Chapter 6</i>	
12	The Business of Managing Organizing the Business <i>Class Discussions/Exercises</i> Organizing the Business Quiz	L/S Online Quiz 1/11/22
13	The Business of Managing Operations Management and Quality <i>Read: Ebert, Chapter 7</i>	L 3/11/22
14	The Business of Managing Operations Management and Quality <i>Class Discussions/Exercises</i> Operations Management and Quality for Producing Goods and Service Quiz	L/S Online Quiz 4/11/22
15	People in Organizations Employee Behaviour and Motivation <i>Read: Ebert, Chapter 8</i>	L 7/11/22
16	People in Organizations Employee Behaviour and Motivation <i>Class Discussions/Exercises</i> Employee Behaviour and Motivation Quiz	L/S Online Quiz 8/11/22
17	People in Organizations Leadership and Decision Making <i>Read: Ebert, Chapter 9</i>	L 9/11/22
18	People in Organizations Leadership and Decision Making <i>Class Discussions/Exercises</i> Leadership and Decision Making Quiz	L/S Online Quiz
19	People in Organizations Human Resource Management and Labour Relations <i>Read: Ebert, Chapter 10</i>	L
20	People in Organizations Human Resource Management and Labour Relations <i>Class Discussions/Exercises</i> Human Resource Management and Labour Relations Quiz	L/S Online Quiz
21	Principles of Marketing Marketing Processes and Consumer Behaviour <i>Read: Ebert, Chapter 11</i>	L
22	Principles of Marketing Marketing Processes and Consumer Behaviour <i>Class Discussions/Exercises</i> Marketing Processes and Consumer Behaviour Quiz	L/S Online Quiz

<i>Session</i>	<i>Session subjects and readings</i>	<i>Lecture/ Seminar</i>
23	Principles of Marketing Pricing, Distributing, and Promoting Products <i>Read: Ebert, Chapter 12</i>	L
24	Principles of Marketing Pricing, Distributing, and Promoting Products <i>Class Discussions/Exercises</i> <i>Developing and Pricing Products Quiz</i>	L/S Online Quiz
25	Principles of Marketing Pricing, Distributing, and Promoting Products <i>Read: Ebert, Chapter 13</i>	L
26	Principles of Marketing Pricing, Distributing, and Promoting Products <i>Class Discussions/Exercises</i> <i>Distributing and Promoting Products Quiz</i>	L/S Online Quiz
27	Managing Information Information Technology for Business <i>Read: Ebert, Chapter 14</i>	L
28	Managing Information Information Technology for Business <i>Class Discussions/Exercises</i> <i>Information Technology (IT) for Business Quiz</i>	L/S Online Quiz
29	Managing Information The Role of Accountants and Accounting Information <i>Read: Ebert, Chapter 15</i>	L
30	Managing Information The Role of Accountants and Accounting Information <i>Class Discussions/Exercises</i> <i>The Role of Accountants and Accounting Information Quiz</i>	L/S Online Quiz
31	Financial Issues Understanding Money and the Role of Banking <i>Read: Ebert, Chapter 16</i>	L
32	Financial Issues Understanding Money and the Role of Banking <i>Class Discussions/Exercises</i> <i>Understanding Money and the Role of Banking Quiz</i>	L/S Online Quiz

COURSE LEARNING OUTCOMES

This course has the following main learning outcomes:

Knowledge:

1. Discuss the role of business in society, the primary functions within a business, and external forces that affect business activities and explain fundamental economic principles and describe how they shape the business environment.
2. Describe the primary functions, responsibilities, and skills of effective leadership and management as well as explain common motivational theories and apply them to business, the importance of teamwork and effective communication in a business environment and how operations management contributes to organisational success.
3. Recognise sound accounting practices, and use financial statements and accounting principles to make informed judgments about an organisation's financial health.

Skills:

4. List and explain the four factors of production required to sustain a business.
5. Illustrate the relationship between supply and demand using supply and demand curves.
6. Differentiate between ethical and legal behaviour.

Competencies:

7. Demonstrate the use of empowerment in management.
8. Demonstrate the use of technology in business.
9. Demonstrate basic financial knowledge relating to a business
10. Demonstrate basic ethical business behaviour.

By completing the study course and successfully passing examination, the student will be able to:

<i>Learning outcomes</i>	<i>Evaluation criteria</i>		
	<i>(40-69%)</i>	<i>(70-89%)</i>	<i>(90-100%)</i>
<i>Knowledge</i>	The student has acquired only basic knowledge of the course subject. The student lacks understanding of some of the core issues of a majority of topics covered.	Overall, the student's knowledge complies with the expectations. However, there are specifics that the student does not fully understand.	The student has demonstrated in-depth knowledge and understanding of the issues related to the course subject.
<i>Skills</i>	The student has demonstrated only a basic level of skills.	The student has demonstrated good skills.	The student has demonstrated excellent skills.
<i>Competencies</i>	The student can apply the knowledge only at a basic level. The student struggles with assessment and	The student can apply the knowledge at a reasonably good level. However, the student does not have the	The student is able to apply the knowledge independently and correctly. The student can assess

	evaluation of strategic business issues both internally and or externally. The student can identify the some of the issues but not enough to make a thorough assessment.	necessary level to be able to fully apply the acquired knowledge independently. The student may struggle with some more abstract concepts and their application.	and evaluate somewhat complex and abstract issues, identify the relevant issues, and correctly apply the right tools.
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Please analyse the contribution of defined grading criteria to learning outcomes. Number of grading criteria and learning outcomes should correspond to previously defined one.

Grading criteria	Learning outcomes									
	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
Online Quizzes	X	X	X	X	X	X	X	X	X	X
Final Exam	X	X	X	X	X	X	X	X	X	X

COURSE LITERATURE

Compulsory literature

No.	Author, year, title, publisher
1	Business Essentials, Ronald J. Ebert, Ricky W. Griffin. — 10th ed., Pearson Education, Inc. (2015)

Additional literature and sources

No.	Author, year, title, publisher
1	Sun Tzu on the Art of War, Allandale Online Publishing. (2000)
2	Various Links and handouts.