

## **Introduction to Business**

Course : **Introduction to Business**  
Grade : 1<sup>st</sup> Semester (Odd Semester 2022/2023)  
Credits : 3 (150/meeting, 16 meetings in 1 semester)  
Instructor : **1. Dr. Wahdi Salsali April Yudhi** ([wyudhi@gmail.com](mailto:wyudhi@gmail.com))  
**2. Askar M. Garad, M.Sc.** ([askargarad@umy.ac.id](mailto:askargarad@umy.ac.id))

### **DESCRIPTION**

In this course, students learn about the concept of Management, the development of management theory, the concept of entrepreneurship, the field of management and managerial functions so that they are able to explain and apply Management and Business as a whole.

### **The Course Features**

#### **Students will be able to:**

- Implementing Islamic and Muhammadiyah values, upholding norms and ethics, being disciplined, cooperative and responsible in the life of society, nation and state, so that they are ready to face changes in the global environment supported by ICT
- Understand economic concepts and theories in depth and be able to formulate ICT-based economic problems
- Understand the concepts and methodologies of quantitative and qualitative analysis in the context of the development of science and technology
- Applying critical, logical, systematic, innovative thinking

#### Reference :

- Ebert and Griffin. Business Essentials 10th Edition, Pearson Education, 2016
- Astuti, Riffely Dewi. Pengantar Bisnis, Universitas Terbuka, 2011
- Ascarya. Developing Dual Monetary Policy under the Financial System in Indonesia, Bank Indonesia - the Center for Central Banking Research and Education, 2013
- Introduction to business, Gitman, Lawrence J. (2018).
- An Introduction to Business by Haradhan Kumar Mohajan  
[https://www.researchgate.net/publication/263698538\\_AN\\_INTRODUCTION\\_TO\\_BUSINESS](https://www.researchgate.net/publication/263698538_AN_INTRODUCTION_TO_BUSINESS) An Introduction to “Business Essentials” by Cynthia S. Sherry, MD and Cheri L. Canon, MD.

**Assessment :**

- Test 1 30%
- Test 2 30%
- Bussines prohect 20%
- Assigment 20%
- Attendance
- Total = 100%

**Syllabus**

<b>Week</b>	<b>Session</b>	<b>Content</b>
1	1	Management and Manager Concepts
2	2	Development of Management Theory
3	3	Organizational Environment
4	4	Ethics and Social Responsibility
5	5	Entrepreneurship
6	6	HR Management
7	7	Leadership and Motivation
8	8	Marketing Management
9	9	Consumer Behavior
10	10	Financial Management
11	11	Money And Bank
12	12	Operations Management
13	13	SIM
14	14	Planning
15	15	Organizing
16	16	Briefing