



### Description of Course Unit

<b>Course unit title</b>	<b>Introduction to Business</b>
<b>Course unit code</b>	EMKU 1106
<b>Type of course unit (compulsory, optional)</b>	Compulsory
<b>Level</b>	Bachelor of Economics (B.Ec)
<b>Semester</b>	1
<b>Number of credits</b>	3
<b>Name of lecturer(s)</b>	Dr. Cahyo Wisnu Rubiyanto, S.P., M.App.Sc (cahyo.wisnu@umy.ac.id)
<b>Learning outcomes of the course unit</b>	<ol style="list-style-type: none"> <li>1. Students are able to explain Management concepts</li> <li>2. Students are able to explain and differentiate environmental concepts Organization</li> <li>3. Students are able to explain Entrepreneurship Concepts</li> <li>4. Students are able to describe and differentiate Management Field</li> <li>5. Students are able to explain and differentiate Managerial Functions</li> </ol>
<b>Mode of delivery (face-to-face, distance learning)</b>	Face-to-face and blended learning
<b>Prerequisites and co-requisites</b>	All compulsory courses from semester 1-5
<b>Course content</b>	<p>In this course, students learn about the concept of management and organizational environment, the development of management theory, the concept of <u>entrepreneurship</u>, the field of management, and managerial functions so that they can explain and apply Management and Business as a whole. This course serves as a fundamental introduction to the world of business and provides students with a broad understanding of key concepts, principles, and practices related to the business environment.</p> <ol style="list-style-type: none"> <li>1. Management Concepts and Managers</li> <li>2. Development of Management Theories</li> <li>3. Organizational Environment</li> <li>4. Ethics and Social Responsibility</li> <li>5. Entrepreneurship</li> <li>6. Human Resource Management</li> <li>7. Leadership and Motivation</li> <li>8. Marketing Management</li> <li>9. Consumer Behavior</li> <li>10. Financial Management</li> <li>11. Money and Banking</li> <li>12. Operations Management</li> <li>13. Management Information Systems (MIS)</li> <li>14. Planning</li> <li>15. Organizing</li> </ol>



	16. Directing 17. Controlling
<b>Recommended or required reading and other learning resources/tools</b>	Stephen P Robbin, Mary A Coulter, 2015, Management (SR-MA) Rikky W Griffin, Rolanld J Ebert, 2016, Business Essentials (RG-RE)
<b>Planned learning activities and teaching methods</b>	Tutorial, case study, self-directed study, discovery learning, role play, simulation, focus group discussion and cooperative learning
<b>Language of instruction</b>	Indonesian and English for international class
<b>Assessment methods and criteria</b>	Quiz, assignment, Evaluation Course Learning Outcome (ECLO)

GRADE	SCORE (%)	PREDICATE	Description	Conversion Value
A	$80 \geq ..$	Excellence	Achieve learning outcomes with excellence grade	4
AB	$75 \leq AB < 80$	Very Good	Achieve learning outcomes with very good grade	3,5
B	$65 \leq B < 75$	Good	Achieve learning outcomes with good grade	3
BC	$60 \leq BC < 65$	Good Enough	Achieve learning outcomes with good enough grade	2,5
C	$50 \leq C < 60$	Enough	Achieve learning outcomes with enough grade	2
D	$35 \leq D < 50$	Less	Achieve learning outcomes with less grade	1
E	$.. < 35$	Failed	Failure to achieve learning outcomes	0