



COURSE SYLLABUS

WARMADDEWA UNIVERSITY

BUSINESS FOUNDATIONS IN A CHANGING WORLD

BBF10B02

International Program



BUSINESS FOUNDATIONS IN A CHANGING WORLD

5 ECTS

COURSE DESCRIPTION

This course is designed to give you the terminology, concepts and frameworks necessary to understand businesses in a changing world, to unpack their constituent parts, and to build your own tool-kit for strategy and decision-making. This course introduces basic concepts and frameworks that can be applied across markets, at all levels of business. Core value propositions, pitches and hacks, social media skills, competition and macro environmental tools are all discussed during the course through real-life stories and experiences.

OBJECTIVES

By the end of this course students should know:

- How to break a company down to its main components and activities.
- What are the current industry trends.
- The basics of industry competitive dynamics.
- How different business functions work and integrate.

LECTURING METHOD

The course will be presented in the form of lecture activities, classroom assignments and discussions, case studies, special topic presentation, and homework. Students will be working primarily on the basis of real-life stories; though additional materials can be assigned from time to time. In order to understand the topics covered in this course it is crucial that students read the supplied online material before class sessions to be able to contribute thoughtfully to the class discussions and exercises.

ASSESSMENT METHOD

Class attendance 10 %,
Class participation and assignments 30 %,
Mid-term exam 30 %,
Final exam 30 %

LECTURERS

TBA

LECTURE TOPICS

Week	Lecture Topics
1.	Introduction to Business Foundations



2. How to Make your Business Go Viral?
3. How to Start a Blog and Make Money?
4. 21st Century Sustainable Business and Environmental Goals
5. All you Need to Know about Cryptocurrency & Bitcoin
6. Developing a Successful Internet of Things
7. **Mid-Term Exam**
8. How to Build a Killer Pitch Deck: Tips, Process and Hacks
9. How to Raise Money – Start Up Fundraising 101
10. Ready, Get Funded, Launch: Pitch Strategies that Investors say YES to
11. How to Master Social Media to Utilize Your Full Business Potential
12. Successful E-Commerce Business
13. Group Assignment
14. Group Assignment Presentation
15. Final Exam

WORKLOAD

INTERNATIONAL BUSINESS AND MARKETING

16 weeks

		Weeks per semester																TOTAL hrs
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
INDEPENDENT WORK	Homework, assignments	2	2	2	2	2	2				2	2	2	2	2	2		24
	Workshops			4														4
	Exam preparation							9								10		19
	Company visits, excursions										4							4
	Preparation for presentations and papers			2		2		2			2		2		2			12
	Preparation for class	2	2	2	2	2	2	2			2	2	2	2	2	2	2	24
	Follow-up for class	1	1	1	1	1	1	1			1	1	1	1	1	1	1	12
	Final essay paper																10	10
	Course evaluation																2	2
	Workshops and Excursion Paper				2								2					4
																	115	
HRS OF EXAMS									2							2	4	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~ 2	2	2	2	2	2	2	2			2	2	2	2	2	2	26	
		TOTAL WORKLOAD PER COURSE (HOURS)																145
		TOTAL ECTS																5