



UNIVERSITAS PENDIDIKAN NASIONAL (UNDIKNAS UNIVERSITY)

**FACULTY OF BUSINESS AND ECONOMICS**

Jl. Bedugul No. 39 Sidakarya Denpasar, Telp (0361) 723868 Fax. (0361) 723077 Kode Pos (3261) 225

## SYLLABUS

### INTRODUCTION TO BUSINESS AND MANAGEMENT

**BACHELOR COURSE  
MANAGEMENT STUDY PROGRAM  
COURSE CODE: 181303  
5 ECTS**

**1. LEARNING OBJECTIVES:**

Students will have a basic understanding of the free enterprise system and other types of economic systems, thus understand the basic forms of business ownership, the basic functions of management and the skills required of managers, and be able to identify the business complexities of operating in a local, national, and global environment.

**2. COURSE DESCRIPTION:**

This course is an introduction to the many facets of the private enterprise system and of the businesses that operate within its framework. Business is viewed first by examining national and global factors that influence its development, followed by an exploration of its internal organization. Students will analyze major issues associated with the management functions of marketing, strategy, finance, accounting, human resources, information systems, and operations. In addition, this course allows students to discuss business ethical issues as well as explore opportunities and challenges of starting a new business.

**3. PREREQUISITE SUBJECT : None**

**4. PURPOSE:**

**a. The purpose associated with improving cognitive abilities is for students :**

- To develop a basic understanding of the free enterprise system and other types of economic systems.
- To understand the basic forms of business ownership
- To Identify and describe the influence of the environments created by the economy, technology, competition, diversity, global opportunities, and social responsibility.
- To describe the management role of acquiring and retaining human resources and creating a supportive work environment.

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- To Explain the marketing function and describe the concepts and processes involved in designing product strategy, promotion strategy, distribution strategy, and pricing.
- To explore the ways of using technology to manage information and to understand accounting's role in managing financial information.
- To describe the financial management function and the role of money and financial institutions and to illustrate the concepts and processes involved in managing the acquisition and allocation of short-term and long-term funds.

**b. Objectives related to personality development (soft skills) such as:**

- Development of time management skills
- Development of writing skills
- Development of public speaking skills
- Development of group collaboration skills
- Development of self-confidence
- Development of problem solving skills

**5. REFERENCES:**

- Burrow, J. L., Kleindl, B., & Everard, K. E. Business Principle and Management. 12<sup>th</sup> Edition, Thomson South –Western, USA.

**6. TASKS:**

In addition to individual assignments, students are also divided into several groups, making papers with different topics and presenting.

**7. LEARNING METHODS:**

The learning process will use student-centered learning where students must actively participate in the acquisition of knowledge. At each meeting, the lecturer gives a short lecture on lecture material according to the topics in the syllabus. Students are given material individually / in groups and are given the task of working on problems or making papers which are then discussed (presented) in the class. Lecturers provide guidance and direction.

**8. EVALUATION OF LEARNING RESULTS:**

The evaluation system is emphasized in the learning process so that each stage of the student process will be assessed by the lecturer with the following assessment and weighting elements.

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No.	Assessment Element	weight
1.	Presence	10 %
2.	Small test (quiz)	10 %
3.	Middle exam	15 %
4.	Final Exam	25 %
5.	Individual Task	10 %
6.	Group Task	10 %
7.	Active in Discussion	10 %
8.	Afektive / Personality	10 %
<b>Total</b>		<b>100%</b>

## 9. PLAGIARISM

Plagiarism is to include the words / sentences / ideas of others partly or wholly without mentioning the source. If students enter words / sentences from other authors, the source must be mentioned. Plagiarism also includes copying (copying) some or all of the work of other students or copying (copying) from books, journals, web, newspaper magazines and others. Plagiarism also includes a photograph of plagiarism, which is to include words / sentences / ideas of their own originating from tasks / papers that have been collected for assessment without mentioning the source. In accordance with the rules of conduct and student code of ethics, students are prohibited from conducting plagiarism and will be subject to sanctions if they prove that they commit plagiarism. Sanctions for plagiarism, papers are given a maximum zero value E

## 10. MATERIALS FOR COURSE

Meeting - week	Subject	Reading materials
1	<b>Characteristics of business and social and ethical environment of business</b>	Burrow, Kleindl, & Everard
	The Nature of business	
	Changes affecting business Ethical issues in business	
2	<b>Environment of business</b>	Burrow, Kleindl, & Everard
	Economic environment of business International environment of business	
3	<b>Proprietorships and Partnerships</b>	Burrow, Kleindl, & Everard
	Enterpreneurship	
	Proprietorship Partnership	
4	<b>Corporate forms of business ownership</b>	Burrow, Kleindl, & Everard
	Corporations	
	Close and open corporations Specialized tyoes of organizations	

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5	<b>Management functions and decision making</b>	Burrow, Kleindl, & Everard
	The role and work of managers	
	Effective supervision Managing with information	
6	<b>The manager as leader</b>	Burrow, Kleindl, & Everard
	The importance of leadership	
	Developing leadership skills Leadership style	
7	<b>Technology and information management</b>	Burrow, Kleindl, & Everard
	Electronic technology fundamentals	
	Managing technology The effects of technology on work and workers	
8	<b>E-commerce</b>	Burrow, Kleindl, & Everard
	Business and the internet	
	Stages of e-commerce development Establishing an e-commerce business	
9	<b>Business financial records</b>	Burrow, Kleindl, & Everard
	Types of financial records	
	Budgets and budgeting Financial reports	
	Analyzing financial data	
10	<b>Financing a business</b>	Burrow, Kleindl, & Everard
	Types of business capital	
	Raising capital through stock sales Short and long-term debt financing	
11	<b>Nature and scope of marketing</b>	Burrow, Kleindl, & Everard
	Nature of marketing	
	Elements of marketing Marketing plan	
12	<b>Product planning and production management</b>	Burrow, Kleindl, & Everard
	Developing new products	
	Planning and manufacturing products Service business	
13	<b>Managing human resources</b>	Burrow, Kleindl, & Everard
	Human resources in business	
	The employment process Rewarding and developing employees	
14	<b>Developing an Effective Organization</b>	Burrow, Kleindl, & Everard
	The changing organization environment Managing organizational change	

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## 11. WORKLOAD

### INTRODUCTION TO BUSINESS AND MANAGEMENT

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		24	
	Follow-up for class		1	1	1	1	1	1			1	1	1	1	1	1		12	
	Final essay paper																10	10	
	Course evaluation																	2	2
	Workshop and Excursion Paper						2									2		4	
																	115	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	26		
		<b>TOTAL WORKLOAD PER COURSE (HOURS)</b>															<b>145</b>		
		<b>TOTAL ECTS</b>															<b>5</b>		

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