


Sub.	Course Description – توصيف مقرر دراسي	الموضوع	 كلية المعرفة ALMAAREFA COLLEGE
Date		التاريخ	

Course Code & No	BUSN 201	201 دار	رقم المقرر ورمزه
Course Name	Introduction to Business	مقدمة في إدارة الأعمال	اسم المقرر
Credit Hours	3 (3 + 0 + 0)	(0 + 0 + 3) 3	عدد الساعات المعتمدة
Pre-requisite	None	لا يوجد	المتطلب السابق

General Description	توصيف عام
<p>This is a survey course of the modern business organization and business environment; Management functions of planning, organization, and, control; and business functions of, accounting, marketing, human resources, operations, and finance.</p>	

Course Objectives	أهداف المقرر
<ul style="list-style-type: none"> • Understand the working environment of a business organization. • Understand the global business environment. • Recognize the different functions of a business organization. • Recognize the management functions of a business organization. • Understand the importance of business studies for information systems specialists. 	

Course Outlines	مفردات المقرر
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<ul style="list-style-type: none"> • Business environment. • Business functions. • Global business. • Forms of business ownership. • Organizational structure. • Management and leadership. • Operations-management. • Human resource management. • Customer satisfaction. • Marketing. • Financial resources. • Technology for information management. 	
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References	المراجع
<ul style="list-style-type: none"> • Gitman, L. and McDaniel, C., The Best of the Future of Business, 2003, South-western. • Nickels, W. McHugh, J., and McHugh, S., Understanding Business, 7th Edition, 2005, McGraw Hill or latest edition. 	