

<b>Course Title</b>	<b>Introduction to Business</b>
<b>Course Length</b>	6 weeks
<b>Target Audience</b>	Front Line Managers, Supervisors and Businesspersons
<b>Language of Instruction</b>	Material is in English. Explanation and discussions are in English/Urdu.

<b>Course Description</b>	
<p>In this course students will focus on:</p> <ul style="list-style-type: none"> <li>• Economic and Ethical role of a business unit through better financial performance and fulfilling social responsibility.</li> <li>• Identifying Key Factors Internal to the organization – strengths, resources, capabilities that can be capitalized and weaknesses that can be overcome for sustainability and growth.</li> <li>• Natural, societal and industrial (competition) are the external Factors which can have a positive or negative impact on the overall performance of the organization. The students will learn to identify opportunities and threats to remain proactive in the decision-making process.</li> <li>• For long-term sustainability and growth, looking beyond convention and striving to create untapped free space with no competition is the key to success – the Blue Ocean Strategy.</li> </ul>	

<b>Course Learning Outcomes</b>	
LO1:	<ul style="list-style-type: none"> <li>• Understanding the role of Business Unit in society.</li> <li>• Drawing analogy of business growth with progression of business forms.</li> </ul>
LO2:	<ul style="list-style-type: none"> <li>• Learning how an organization works through brick and mortar, e-commerce and services setup.</li> <li>• Perceive how organizational needs necessitate creation of departments for achieving goals.</li> </ul>

LO3:	<ul style="list-style-type: none"> <li>• Learning how functions perform in harmony to achieve set goals.</li> <li>• Capitalizing on the strengths and overcoming weaknesses.</li> </ul>
LO4:	<ul style="list-style-type: none"> <li>• Familiarizing with varying roles of functions at different trajectory points of PLC.</li> <li>• Understanding the pre-dominant role of the marketing function. Knowing the benchmark of break-even point and assessing effort to be put in for steering the organization into profit domain.</li> </ul>
LO5:	<ul style="list-style-type: none"> <li>• Segregating opportunities to gain advantages and turning threats into viable opportunities.</li> </ul>
LO6:	<ul style="list-style-type: none"> <li>• Putting the SWOT together for short-term planning and implementation.</li> </ul>
LO7:	<ul style="list-style-type: none"> <li>• Understanding thinking out of the box and entering into new domains of untapped market space with no competition.</li> </ul>

Lecture	Module Name	Key Concepts/Topics Covered
1	Business Unit's role in society	<ul style="list-style-type: none"> <li>• Social standing of a business unit</li> <li>• Business Forms: Sole Proprietorship, Proprietorship, Partnership, Corporation, LLC</li> <li>• Carroll's four responsibilities of business: Economic, Legal, Ethical, Discretionary</li> </ul>
2	How businesses make money	<ul style="list-style-type: none"> <li>• Business Models</li> <li>• Formation of departments/ functions for a manufacturing/ services setup</li> </ul>
3, 4	Organizational analysis – Internal Factors	<ul style="list-style-type: none"> <li>• Organizational structure</li> <li>• Line and staff functions</li> </ul>

		<ul style="list-style-type: none"> <li>• Mission statement</li> <li>• Goals and objectives</li> <li>• Strengths and weaknesses (SW)</li> <li>• Resource/ capabilities / competencies</li> </ul>
5, 6	Role of Line and Staff Functions primarily “The Marketing Function”	<ul style="list-style-type: none"> <li>• Product lifecycle (PLC)</li> <li>• Reverse Positioning and Product Extension</li> <li>• Fragmented and Consolidated industry in relation to PLC</li> <li>• Role of functions with PLC framework in context</li> <li>• STP, marketing mix, competitive scope, competitive position, Break-Even Analysis (BEA)</li> </ul>
7	Harnessing external factors to organizational advantages	<ul style="list-style-type: none"> <li>• External Scanning/ Opportunities and Threats (OT)</li> <li>• Natural factors</li> <li>• Societal factors</li> <li>• Trade and Industry (Competition)</li> <li>• Porter’s Competitive Model</li> </ul>

8	Crafting the Business Plan	<ul style="list-style-type: none"> <li>• Situational analysis</li> <li>• Matching external opportunities with internal strengths and getting around external threats and internal weaknesses</li> <li>• Integrating SWOT to prepare the business plan</li> </ul>
9	Creating new markets through Blue Ocean Strategy – the way forward	<ul style="list-style-type: none"> <li>• How to come out of Red Ocean and avoid head-to-head competition?</li> <li>• How to make co-existence of differentiation and low-cost possible?</li> <li>• Looking across alternatives, strategic groups, buyer groups for new market space</li> </ul>