

Introduction to Business

(3 cr)

SYLLABUS

Version 12 (November, 2018)

Instructors' contact information	Course information
Name: Ingmar Björkman E-mail: Ingmar.bjorkman@aalto.fi Aalto People/Instructor's Webpage: https://people.aalto.fi/ingmar_bjorkman	Status of the course: BSc, elective. Open to students from all Aalto schools. Academic Year, Period: 2018-19, IV Location: L01 DELOITTE, R001/U119 Otakaari 1. Otaniemi. Language of Instruction: English Course Website: https://mycourses.aalto.fi/course/view.php?id=19815
Name: Alice Wickström* Email: alice.wickstrom@aalto.fi Office Hours: as agreed Availability: as agreed Aalto People/Instructor's Webpage: https://people.aalto.fi/alice.wickstrom	Lecture time: 09.15-10.30 (only on the 25 th of February) 9.15-12.00 (27 th of February to the 29 th of March)
* Student contact for course related questions.	

1. OVERVIEW

This introductory course gives a basic understanding of business operations to students from other fields. It covers the key elements of the different functions of a firm: management, accounting, finance, marketing, and operations, as well as the broader societal context in which firms operate.

The course will help students see how different functions of the firm form an interrelated whole. This understanding will help students in their own careers in different firms and organizations, regardless of their own area of expertise.

2. PREREQUISITES

No prerequisites.

3. LEARNING OUTCOMES

By the end of this course, students will be able to:

- understand key elements of the business environment and how they impact businesses
- understand the foundations of business operations, including key elements of accounting, finance, marketing, operational management, strategic management, and organizational communication

4. ASSESSMENT, ASSIGNMENTS, GRADING AND FEEDBACK

Assessment will be based on the following elements:

- Learning diaries 50%
- Take-home exam 50%

All assignments will be evaluated on a 0-5 scale.

5. READINGS

- Pride, W.M., Hughes, R.J. & Kapoor, J. (2015). Foundations of Business, 5th ed. CENGAGE learning.
- Other materials as indicated by lecturers (see schedule below).

6. PRELIMINARY SCHEDULE

The course speakers include a number of top professors from Aalto BIZ and SCI. Please see more information about the speakers below the schedule.

Please note that on Mondays there are no class sessions, only assignment deadlines.

Session	Date	Topics	Speakers	Readings (If you miss the lecture, please complete the learning diary based on the readings and the class materials that you can find in MyCourses after each	Assignment Due Date
1	25.2.19	<p>Course practicalities</p> <p>What is the purpose of business?</p>	<p>Alice Wickström</p> <p>Ingmar Björkman</p>	Chapter 1 of course book	
1	27.2.19 Wed	What is this thing called entrepreneurship?	Patrick Shulist	Chapters 4 and 5 of course book	
2	1.3.19 Fri	<p>Business environment</p> <p>Economic</p>	Seppo Honkapohja	<p>Mandatory: Chapters 1 and 3 (focus on 3.1, 3.2 3.3 and 3.5) of course book</p> <p>Economic Survey Autumn 2018, Ministry of Finance, available at: www.vm.fi/en/publications/economic-prospects</p> <p>Supplementary: Begg, D. & Ward, E. <i>Economics for Business</i>. 4th ed. NOTE: Begg-Ward book is clearly more advanced. It systematically discusses economic topics that are useful for business decisions. Focus on the following sections: 1.1–1.3, 2.1-2.2, 4.1-4.2, 5.1, 5.3, 6.1-6.4, 9.1–9.2, 9.5, 10.2-10.4, 14.1–14.2, 14.6-14.8 and 16.1-16.2.</p>	
	4.3.19 Mon				Learning diary 1 due by 11.55 pm
3	6.3.19 Wed	<p>Business environment</p> <p>Legal</p>	Petri Kuoppamäki	Chapters 3 and 4 of course book	

	11.3.19 Mon				Learning diary 2 due by 11.55 pm
4	13.3.19 Wed	Firm operations Accounting	Teemu Malmi	Chapter 15 of course book	
5	15.3.18 Fri	Firm operations Marketing	Jukka Luoma	Chapters 11, 12, 13 of course book	
	18.3.19 Mon				Learning diary 3 due by 11.55 pm
6	20.3.19 Wed	Firm operations Organizational behavior and leadership	Kirsti Iivonen	Chapters 9 and 10 of course book	
7	22.3.19 Fri	Firm operations Operations management	Timo Seppälä	Chapter 8 of course book	
	25.3.19 Mon				Learning diary 4 due by 11.55 pm
8	27.3.19 Wed	Firm operations Strategic management	Ingmar Björkman	Chapters 6 and 7 of course book	
9	29.3.19 Fri	Firm operations Finance	Theresa Spickers	Chapter 16 of course book	
	1.4.19 Mon				Learning diary 5 due by 11.55 pm
	14.4.19 Sun				Take-home exam due by 11.55 pm

Ingmar Björkman (Dean, BIZ): https://people.aalto.fi/ingmar_bjorkman

Patrick Shulist (Assistant Professor, BIZ): <https://people.aalto.fi/patrick.shulist>

Seppo Honkapohja (Visiting Professor, BIZ) <http://www.hse-econ.fi/honkapohja/>

Petri Kuoppamäki (Professor, BIZ): https://people.aalto.fi/petri_kuoppamaki

Teemu Malmi (Professor, BIZ): https://people.aalto.fi/teemu_malmi

Jukka Luoma (Assistant Professor, BIZ): <https://people.aalto.fi/jukka.luoma>

Kirsti Iivonen (University Lecturer, BIZ): <https://people.aalto.fi/kirsti.iivonen>

Timo Seppälä (Professor of Practice, SCI): https://people.aalto.fi/timo_seppala

Theresa Spickers (Postdoctoral Researcher, BIZ)

7. COURSE WORKLOAD

Classroom hours	26h
Assignments	27h
Take-home exam	27h
Total	80h (3 cr)

8. ETHICAL RULES

Aalto University Code of Academic Integrity and Handling Violations Thereof

<https://into.aalto.fi/pages/viewpage.action?pageId=3772443>

9. OTHER ISSUES

- Registration to course: via Weboodi
- References: APA