

## Course G1447: INTRODUCTION TO BUSINESS ADMINISTRATION

### GENERAL INFORMATION

Spring Semester  
6 ECTS credits

### INSTRUCTOR(S)

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### Description

At the end of this course the student will be able:

- To understand basic Economy and Business Administration concepts
- To recognize the role of companies in national and world Economy and how they adapt to different economic situations
- To distinguish different areas of expertise in the field of Business Administration: Direction, Marketing, Finances, Investments, etc.
- To know basic Business Administrations techniques related to risk evaluation, growing strategies, resources optimization, marketing tools.

### TEXTBOOK

*Organizational Behavior. Stephen Robbins and Timothy Judge. Engineering Economic Analysis. Donald Newnan, Ted Eschenbach and Jerome Lavelle. Economics. Paul Samuelson and William Nordhaus.*

### SYLLABUS

1. Business Environment
  - a. Basic Economic Framework
  - b. Business adaptation to Global Environment conditions
  - c. Business and Economic environment
  - d. Social Responsibility and Business ethics
  - e. Managing Globally
2. Planning and Organizing
  - a. Managers and decision making
  - b. Leadership
  - c. Planning and control
  - d. Organization design
  - e. Human resources and organizational behavior
3. Controlling
  - a. Financial and investment decisions
  - b. Production and productivity
  - c. Inventories
  - d. Accounting and cost control
  - e. Control and Planning instruments