[A-3]COURSE SYLLABUS

1. Course Description (Approximately 100 words)

This course is taught in five units: Financial Management, Marketing Management, Engineering Economics, Organizational Behaviour, and General Management. In each unit, students will examine and discuss a broad range of business cases involving situations where analysis and decision making are required. While students are expected to learn about the problems that managers face, the major benefit of the course is an understanding of the environment in which managers make decisions. Students will learn some of what is involved in good and bad judgment. Above all, they will develop the capacity to make sound decisions based on the available information. The course stresses the importance of making timely decisions, often with imperfect information.

2. Course Goals and Objectives (Approximately 100 words)

The main objectives of this course is
1. To present an introductory course in business administration and to offer students an exposure to Finance, Marketing, Engineering Economics, Organizational Behaviour, and General Management.
2. To provide students with the opportunity to develop skills for effective problem-solving. To do this, students will learn basic analytical tools (e.g., projections, break-evens, cost/benefit analysis, etc.) and then be required to apply these tools to problems, using case methodology.
3. To provide students with the opportunity to practise decision-making with imperfect information under time constraints.
4. To develop communication skills, both oral and written.

3. Textbook (Title, Author, Publisher, Year of Publication, etc.)

Engineering Economics and Management for GTU (III&IV Common-2013 course) 2017 by Dr.Y.C. Joshi, D.H.Patel Dr.A.K.Adhikari (Author)

Marketing of Engineering Services (Engineering Management) by Brian Scanlon (Author)

4. Reference

Airline Marketing and Management 7th Edition by Stephen Shaw (Author)

5. Course Requirements and Grades

EXAMINATION = 70%
ASSIGNMENTS = 10%
CONTINUOS ASSESSMENT TESTS = 20%

TOTAL = 100%

6. Course Calendar

Week	Main Content
1	TIME VALUE OF MONEY
2	DEPRECIATION
3	COST ESTIMATION
4	ANNUAL REPORTS AND ANALYSIS OF THE PERFORMANCE CAPITAL I
5	Cost index
6	Accounting statement
7	C.A.T.
8	Cost
9	Cost CONTINUED
10	MACRO ECONOMICS
11	Marketing
12	Marketing management.
13	Advertisement and Sales promotion
14	EXAMINATION