

BUSINESS MANAGEMENT — SYLLABUS

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INTERIM JOINT MATRICULATION BOARD EXAMINATION (IJMBE) BUSINESS MANAGEMENT SYLLABUS (REVISED 2012)

FIRST SEMESTER

PAPER I: INTRODUCTION TO BUSINESS MANAGEMENT

A. Introduction:

Management is the basic integrating process of business activity that surrounds our daily life. The need for management arose out of scarcity of resources necessary for the satisfaction of numerous human wants. Since resources are limited and human needs and wants are abundant, there is need to manage the limited resources to meet the needs and wants of man.

Business organizations exist to supply goods and services to people. They make use of available resources to meet man's needs and achieve their objectives. This calls for understanding how to develop and apply the principles and theory of business management.

This course presents the rudiments of the theory and science of management. The first semester of this program emphasizes the essentials of business management. Managing is a part of a large system which interacts with a manager's total environment – demographic, cultural, economic, technological, political, legal and natural. Thus, the actions of managers must be a reflection and modification of the actual situations in which they operate and the realities they face.

In developing a framework for management operation, the functions which managers perform, such as planning, organizing, staffing, leading and controlling, are adopted. Each function is further broken down for easy understanding and comprehension.

The principles of management provide basic knowledge of management to the students. They constitute the building blocks of a sound management education which enhance the students' knowledge and understanding of the practice of business management and the historical development of management thought.

The syllabus is intended for a one-year course spread over two semesters. The test comprises essay questions that encourage the students to express their knowledge and understanding of the subject. Candidates will be required to answer five questions out of eight.

B. Themes / Topics: UPLOADED BY WWW.READNIGERIANNETWORK.COM

The issues to be considered in this subject include:

1. Introduction
2. Principles of Management
3. Managerial Functions
4. Theories of Management
5. Structure of Organizations
6. Human Behavior in Organizations
7. Business Environment

C. Objectives:

At the end of this course, students are expected to:

- i. differentiate between management and administration.
- ii. know the basic principles of management.
- iii. explain the managerial functions and theories of management.
- iv. know the roles of managers and the effect of leadership and motivation on organizational performance.
- v. explain the concept of business environment and identify the environmental factors that influence business operations.

SECOND SEMESTER

PAPER II: ELEMENTS OF BUSINESS MANAGEMENT

A. Introduction:

Business management describes the social institutions by which economic efforts are arranged and organised to carry on the production, marketing, financing and other activities that provide goods and services to people or the society.

People, as individuals or groups, are always involved in the organization and ownership of business. These people and other activities of business need to be properly harnessed and managed for enhanced managerial decision-making. The understanding of business management will also improve the efficiency and effectiveness of business organizations.

The purpose of this course is to provide the student with a general background on the nature and operations of business. The intention is to provide a balanced and more selective and focused view on the interaction of business enterprises with the dynamic society as they strive to enhance the living standard of the people.

Considering the time frame, this course is designed to provide a meaningful and informative picture of business enterprises to the students.

The topics presented here indicate the nature and elements of business. They are meant to provide a firm and substantive basis for the student of business management or administration.

B. Themes / Topics:

The issues to be considered in this subject include:

1. Introduction
2. Forms of Business Ownership
3. Personnel Management
4. Marketing Management
5. Financial Management
6. Production Management
7. Business Decisions
8. Business Law

C. Objectives:

At the end of this course, students are required to:

- i. know the various functional areas of business management.
- ii. identify the vital activities of business and the process of managerial decision-making.
- iii. explain the fundamentals of business management.

1. **DURATION:** Each semester is expected to last for 24 weeks respectively.
2. **LECTURE HOURS:** A total of four hours per week in each semester shall be used to cover the syllabus.
3. **CONTINUOUS ASSESSMENT:** C.A. shall take 30% of the total marks while Examination takes 70%.
4. **EXAMINATION:** It is proposed that Examination shall consist of 8 Questions of 20 marks each. Students are to answer any 5 Questions to be converted to 70%.

FIRST SEMESTER: INTRODUCTION TO BUSINESS MANAGEMENT

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S/NO:	TOPICS AND CONTENTS	ACTIVITIES	DURATION
1.	<p>INTRODUCTION</p> <p>This is intended to provide the foundation for business management. This area shall emphasize the difference between management and administration. The manager is required to have an understanding of the science of managing underlying this art. Managers must, therefore, be guided by the business objectives of the organization and ensure that they are accomplished. The sub-topics to be considered are:</p> <p>(a) Definition of Management and Administration. (b) Theory and Practice of Management Science. (c) The Role of Management in the Society</p>	Give assignment	3 weeks/18hrs
2.	PRINCIPLES OF MANAGEMENT	Tutorial	1 week/6hrs
3.	<p>MANAGERIAL FUNCTIONS</p> <p>(a) Planning (b) Organizing (c) Directing (d) Controlling (e) Staffing (f) Coordination</p>	Give assignments	4 weeks/24hrs
4.	<p>THEORIES OF MANAGEMENT</p> <p>These summarize the emergence of management thought. Students will be able to appreciate the contributions of early researchers to the field of management. The areas to be treated are as follows:</p> <p>(a) Classical Management Theories (b) Human Relations Theories (c) Modern Management Theories</p>	Revision	3 weeks/18hrs
5.	<p>INTRODUCTION</p> <p>(a) Concept of Business (b) Objectives of Business (c) Importance of Business</p>		2 weeks/12hrs
6.	<p>FORMS OF BUSINESS OWNERSHIP</p> <p>(a) Sole Proprietorship (b) Partnership (c) Company (d) Co-operatives</p>	Excursion/visit to a company	4 weeks/18hrs
7.	<p>HUMAN RESOURCE MANAGEMENT</p> <p>(a) Definition, Nature and Functions (b) Recruitment, Selection, Training and Development</p>	1. Give assignment 2. Tutorials 3. Test	3 weeks/18hrs
8.	MARKETING MANAGEMENT		

(a) Concept of Marketing Management (b) Functions of Marketing Management (c) Marketing Mix (d) Marketing Research		4 weeks/24hrs
Revision		1 week/6hrs
		Total 144hrs

SECOND SEMESTER: ELEMENTS OF BUSINESS MANAGEMENT

1.	<p>STRUCTURE OF ORGANIZATIONS There is need for a formal system of roles to facilitate achievement of enterprise objectives. A formal organization is necessary because there is a limit to the number of workers that can be effectively supervised by one individual. Thus, to accomplish organizational goals, a structure of roles must be designed and maintained. The issues to be considered are:</p> <p>(a) Organizational Chart/Structures (b) Authority and Responsibility (c) Delegation of Authority (d) Communication</p>	Tutorial	3 weeks/18hrs
2.	<p>HUMAN BEHAVIOUR IN ORGANIZATIONS People make up organizations. The human factor is very critical to any business organization. They must be properly guided and motivated for optimal performance. Thus, special attention must be given to the analysis of the human factor in organizations. Areas of interest are:</p> <p>i. Leadership: Definition, Types, Theories and Qualities ii. Motivation: (a) Definition (b) Theories: - Abraham Maslow's Theory of Needs - David McClelland's Theory of Motivation - Douglas McGregor's Theory X and Y - Herzberg's Two-factor Theory - Vroom's Expectancy Theory</p>	1. Term Paper 2. Test	3 weeks/18hrs
3.	<p>BUSINESS ENVIRONMENT Business organizations do not operate in a vacuum. They are influenced both from within and without, while the internal factors are subject to the control of managers, the external environment is very complex and constraining. The focus, therefore, is the external environment in which managers operate. The essential elements are demography, culture, economic, political, technological, legal and natural. Attention will also be given to globalization and</p>	Give assignment	5 weeks/30hrs

	<p>global issues, business ethics and business social responsibility. Specifically, the issues to be considered are:</p> <p>(a) Concept of Environment (b) Environment Factors – Internal and External (c) Concept of Globalization (d) Global Issues: - Drug Abuse - Entrepreneurship - Security issues - Gender Sensitivity (e) Climate change (f) Business Ethics (g) Business Social Responsibility</p>		
4.	<p>FINANCIAL MANAGEMENT</p> <p>(a) Definition (b) Sources of Financing (c) Factors for Evaluating Sources of Funds (d) Budgets and Budgetary Control</p>	Give assignment	3 weeks/18hrs
5.	<p>PRODUCTION MANAGEMENT</p> <p>(a) Definition (b) Production Function (c) Production Control (d) Inventory Control</p>	1. Tutorial 3. Test	3 weeks/18hrs
6.	<p>BUSINESS DECISIONS</p> <p>(a) Definition (b) Decision-Making Process (c) Forecasting</p>		2 weeks/12hrs
7.	<p>BUSINESS LAW</p> <p>(a) General Principles of Law: Contract, Agency Relationship.</p>	Tutorials	2 weeks/12hrs
	Revision		2 weeks/12hrs
	Total		138 hours

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