**BUB 3101 BUSINESS ADMINISTRATION**

**Duration of the Course:** The course is 3 Credit Units providing 45 Contact Hours.

**Course Description:**

This course is an introduction to the study of Business administration both as a discipline as well as a profession. The course aims to give the students (learners) the basic theoretical and practical tools of analysis as used in Business administration as well as expose them to the challenges in the Business environment.

**Course Objectives:**

1. To introduce the students to the origins, development, characteristics and environment of modern business organization.
2. To introduce to the student the nature and scope of business organizations.
3. To help student understand how different business organizations are formed and run.
4. To help student appreciate the concept of production and operations of business organizations.
5. To expose the learners to the functional areas of business including Finance, Production, Marketing and Human resource management and show how each of these areas relate to the business enterprise as a whole.
6. To introduce the learners to the concept of business environment and corporate social responsibility.

**Course Content:**

Meaning, Nature and scope of Business administration; Business ownership formation and management; Production and operations management function of the business; Marketing function of the business; Financial management functions of the business; Human resource function of the business; Business environment, corporate social responsibility and government.

**Learning Methods:**

The course will be taught using lecture, tutorial, case study, and guest lecture methods whenever possible.

**Assessment:**

This is done through course work (take home), two written test and final examination. Course work and test account for 30% while final examination account for 70% making a final total of 100%.

**Learning Resources**

**References**

1. J.W Balunywa (1998) Business administration second edition.
2. Cole G.A. (1994): Management theory and practice, 3rd Edition, Dp publication London.
3. Anderson, A.H. (1994): Effective Personnel Management: A skill and Activity –Based Approach. Oxford: Blackwell Business.
4. Beard well I., Holden L (2000): Human Resource Management: A contemporary Approach. Third Edition, prentice Hall.
5. Kakuru J. (2003): Finance Decision and the Business. 2nd Edition.
6. Kotler P. (2003): marketing management. Eleventh Edition, prentice Hall.