



Department of Business Administration

Departmental Courses

100 Level (1st semester)

SN	Course Code	Course title	Units	STATUS
1	BUS101	Introduction to Business	3	C
2	ACC 101	Introduction to Financial Accounting I	3	C
3	FIN 101	Introduction to Finance	3	C
4	SMS 101	Essential mathematics for Management Sciences I	3	C
5	GNS 101	Use of English I	2	C
6	GNS 103	Logic & Philosophy	2	C

Compulsory courses: 16 Electives: Min 3 units, Max 6 units

100 Level (2nd semester)

SN	Course Code	Course Title	Units	Status
1	BUS 102	Business and Environment	3	C
2	BUS 104	Principles of Marketing	3	C
3	ACC 102	Introduction to Financial Accounting II	3	C
4	SMS 102	Essential Mathematics for Management Sciences II	3	C
5	GNS 102	Use of English II	2	C
6	GNS 104	Introduction to Computer Science	2	C

Compulsory courses: 16 Electives: Min 3 units, Max 6 units

200 Level (1st semester)

SN	Course Code	Course Title	Units	Status
1	BUS 201	Computer Application in Business	3	C

2	ACC 203	Introduction to Cost Accounting	3	E
3	BUS 203	Legal Environment of Business: Business Law	3	C
4	ECO 201	Principles of Microeconomics	3	C
5	SMS 201	Business Statistics I	3	C
6	GNS 201	History and Philosophy of Science	2	C
7	GNS 203	Introduction to French I	2	C

Compulsory courses: 16 units

Electives: Min 3 units, Max 6 units

200 Level (2nd semester)

SN	Course Code	Course Title	Unit	Status
1	BUS 202	Business Communication	3	C
2	BUS 204	Introduction to Information Systems	3	C
3	SMS 202	Business Statistics II	3	C
4	ECO 202	Principles of Macroeconomics	3	C
5	GNS 202	Political History and Governance in Nigeria	2	C
6	GNS 204	Introduction to French	2	C

Compulsory courses: 16

Electives: Min 3 units, Max 6 units

300 Level (1st Semester)

SN	COURSE CODE	Course Title	Unit	Status
1	BUS 301	Principles of Management	3	C
2	BUS 303	Management Information System I	3	E
3	BUS 305	Human Resource Management	3	C
4	BUS 307	Managerial Economics	3	C
5	SMS 301	Operations Research/Management Science I	3	C
6	GNS 301	Entrepreneurial Skills I	2	C

Compulsory courses: 14

Electives: Min 3 unit, Max 6 units

300 Level (2nd Semester)

SN	Course Code	Course Title	Unit	Status
1	BUS 302	Organisational Behaviour and Theory	3	C

Course Descriptions

BUS 201: Computer Applications in Business

An introduction to business uses of micro computers. Discusses methods for developing micro-computer systems, through informed installation and adaptation of the off the shelf purchase of hardware and software. Review of microcomputer applications software includes word processing, database management systems, spreadsheet packages etc.

BUS 202: Principle of Marketing

A course designed to analyze interacting business activities related to Planning, pricing, promoting, and distributing want satisfying goods and Services to present and potential customers.

BUS 204: Introduction to Information System

Basic principle, terminology and methods of computer data processing are covered. The use of the computers as a tool is introduced through Assignments illustrating typical problems encountered in business data processing.

BUS 206: Introduction to Entrepreneurship

Introduction to the management of a small business and the entrepreneurial career. Focuses on elementary concepts of planning, financing.

BUS 301: Principles of Management

A study of the functions of management, planning, organizing, directing and controlling and the application of management principles in organizations.

BUS 305: Principles of Business Finance

An in-depth study of the basic principles of modern finance integrating Capital budgeting decisions and short term financial management. Topics include Net present value and internal rate of return under certainty.

Problems of mutually exclusive projects. Handling risk and uncertainty, Real options, cost of capital and CAPM. Cash Management, payables and Receivable management etc and forecasting and financial planning.

BUS 303: Management Information System I

A language independent introductory course on management information System. It involves design and development of business systems.

Students are exposed to an overview of a process, or a structured approach.

To the definition of needs, creation of specification and implementation of new systems.

BUS 302: Organizational Behaviour and Theory

A study of the theory and application of psychology in the solution of Human problems in business and industry, including historical development, resolution of industrial problems

affecting employee- employer relations; employee supervisor relations; employee-employee Relations; and selection, placement, and evaluation of employee.

Behavioural-science and social-science approach to behaviour of people at work in organizations.

BUS 307: Business Communications I

This is a review in the mechanics of grammar, punctuation and capitalization. Emphasis will be placed on writing effective sentences and paragraphs.

BUS 308: Business Communication II

Designed to help students perfect his/her ability to communicate accurately and effectively in both oral and written business communications. Special emphasis is placed on writing business. Documents using microcomputers, and word processing software, and presenting ideas.

BUS 315: Marketing Research I

A course focusing on the basic concepts of marketing research, including Problem definition, research and sample designs..... and research proposal preparation.

BUS 312: Marketing Research II

A continuation of BUS 310, this course covers data collection, analysis, and interpretation of results.

BUS 311: Legal Environment and Ethics

A study of legal environment as it pertains to economics profit and/or non-profit organisations, along with ethical considerations, including Social and political influence, as they affect such organization.

BUS 318: Consumer Behaviour

This is an interdisciplinary approach to the analysis and interpretation of Consumer buying habits. It focuses on the psychological and socio-cultural determinants of consumer behaviour- the application of behavioural science concepts to understanding and influencing individual and Organizational buying behaviour.

BUS 314: Product Development and Management

This course provides an intensive and analytical approach to product development and strategy as related to the marketing objectives of an Organisation. Financial, legal and managerial responsibility for effective Planning and implementation of product decisions are addressed Comprehensive review of the new product development process.

BUS 401: Strategic Management and Policy

A study in developing an understanding of policy formation and decision making as related to the current business environment. The course objectives are attained through integrating business fundamentals (marketing, production, finance, economics, statistics, etc.) into methods of resolving business problems. Case studies are utilized along with lectures and discussions.

BUS 304: Human Resource Management

An examination of the supervision of employees and the development of policies relating to effective utilization of human resources in business concerns. Theories and practices related to personnel.

BUS 306: Management and Labour Relations

Psychological and institutional factors as well as economics analysis of Major aspects of such problems as employment, wages, hours, unionism, Labour-management relations, social security.

BUS 309: Managing Organisations: Theory, Behaviour and Communications

Elements of the managerial process fundamental to successful operation of various types of enterprises including a study of organization theory, behaviour and interpersonal communications.

BUS 313: Retail Management

Policies, practices and problem solutions in efficient operation of chain and independent retail stores. Store location, organizational layout, merchandise planning and control, buying, pricing, and promotion.

BUS 314: Product Development and Management

This course provides an intensive and analytical approach to product development and strategy as related to the marketing objectives of an organization. Financial, legal and managerial responsibility for effective planning and implementation of product decision are addressed.

BUS 316: Information System in Organization

Understanding the role of information systems in organizations and how they relate to organizational objectives and organizational structure.
Introduces information system applications.

BUS 317: Marketing Communication

A course in integrated marketing communications. Emphasizes the interaction of the elements of the promotion mix and strategic decisions in budgeting, media analysis, campaign development and performance evaluation.

BUS 320: Introduction to Procurement

An exploration of the primary assets of the procurement and management of material resources necessary for government or business operations. Introduction to broad concepts of procurement and materials management to include the generation of a requirement, forecasting, funding, the procurement cycle, inventory control, and distribution.

BUS 322: Managerial Economics

A study of current economic concepts in business in business decision making, analysis and forecasting of demand, cost analysis, pricing , behaviour and optimizing techniques.

BUS 402: Seminar in contemporary international Business Issue

A survey and multi disciplinary treatment of current global business issues, problems and policies. Emphasis on trade, finance, development and the multinational enterprise.

BUS 403: Production/Operations Management

An examination of tools and theory, production life testing, cost control, motion time study and work sampling; and problem solving for production management under conditions of uncertainty.

BUS 405: Management Information System II

Fundamentals of structured design and programming using a procedural language. Table handling and hierarchical data structure. Management of data resources to effectively support the information systems of organizations. Emphasis on the strategies and techniques of structured systems development- information analysis and the logical specifications of the system.

BUS 406: Risk and Insurance

A study of the basic ideas, problems and principles found in all types of modern day insurance and other methods of handling risks as well as risk management as it directly all economic units (individuals, family, business and society).

BUS 407: Promotional Strategy

Promotional techniques available to marketing management –consumer behaviour and communication process means by which products can be effectively promoted. Specific tools of personal selling, advertising, sales promotion, and publicity as component of overall promotional strategy.

BUS 409: Marketing Management

Management of marketing function of the firm, determination of objectives, organization and controls for effective utilization of marketing resource in coordinated efforts with other major functional areas.

Identification and selection of marketing opportunities. Competitive strategies and development of marketing, policies and programmes. Provides a problem-solving approach to marketing decisions. Utilises case studies and discusses social and legal problem of marketing.

BUS 410: New Ventures Strategies

Theory and application of strategies for start-up, operation, and control of new ventures. Roles of entrepreneurship in the economy. Case studies of corporate and independent new ventures.

BUS 411: Employee Training and Development

Introduction to the development of employee training and development programmes, assessment of training needs, programme evaluation, and organizational development.

BUS 412: Government Regulation of Employment Relations

Analysis of the impact of government regulation on the management of human resources. Examines the implications for employer responsibilities and employee rights of evolving public policies pertaining to unfair dismissal, equal employment opportunities, gender issues,

unemployment, occupational safety and health, employee privacy, and union-management relations.

BUS 414: Wages and Salary Administration

Introduction to compensation practices, legal constraints, wage and salary determination and benefits programmes.

BUS 416: International Business II

Cross-discipline, team-taught course combining theoretical and Practical aspects of doing business in the global market. Three modules consisting of international management, marketing and economics/finance cover topics including the legal, socio-political environment, negotiation/diplomacy, import/export mechanics, international distribution, balance of payments, hedging, trade agreement (GATT) and international business strategy.

BUS 413: Negotiation Techniques

Develops principles, skills, and techniques for effective negotiations. Includes verbal and non-verbal mannerisms, need to communicate, team approach and various tactics and strategies for negotiating.

BUS 418: Public Relations

A study of marketing strategies used to focus attention on corporate image, rather than on regularly and advertising and their role in the overall success of an organization. Emphasis is on PR programme development and policies for crisis management.

BUS 415: Sales Management and Professional Selling

Integration techniques and concepts of profession selling with problems of sales management. Objectives and policies for sales managers concerning managing sales force and methods of marketing analysis in terms of sales forecasts, and budgeting. Problems faced by sales management in competition, pricing, and promotion.

BUS 417: Merchandising Techniques

A course on manipulating buying and selling activities to make a profit in a retail operation. Emphasis is placed on purchase planning, make-up, inventory calculation and evaluation, stock turnover, and analysis of operation statements.

BUS 320: Marketing Channels

The course places emphasis on the management and control of the marketing intermediaries. Marketing channels as a functional area and the alternative choices available to marketing management is developing overall marketing strategy. Institutional structures and dynamic interrelationships in distribution.

BUS 422: International Marketing

Procedures and problems associated with establishing and carrying out marketing operations in or with foreign companies. Institutions, principles, and methods involving in solving these business problems.

Effect of national differences in business practices and regulation. The international adaptations in marketing strategy necessary in foreign markets are included.

BUS 424: Industrial Marketing

Emphasis on the contemporary issues in strategy and policy by the industrial marketing manager as well as sales concepts that are basic to selling in the industrial sector.