

ITEM	
1. Title of subject	INTRODUCTION TO BUSINESS
2. Subject code	DBA 101
3. Status of subject	Compulsory
4. Stage	Year 1
5. Credit Hour	Four (4)
6. Pre-Requisite	None

Semester 1

7. Assessment	10% - Class Test 1 10% - Class Test 2 10% - Assignment 70% - Final Exam
8. Semester	

9. Objective of subject	To understand the nature and purpose of business activity and to understand the business objectives of organisation.
10. Synopsis of subject	Discussion on principles and functions of Basic Business Structure in organisations and to understand environment factor that relates to a business.

12. Details of subject	Contents	Hours
Week 1	<p>Topic: NATURE AND PURPOSE OF BUSINESS</p> <ul style="list-style-type: none"> • Nature and Purpose of Business. • Business and its classification by sector, activity and size. 	3
	<p>Learning Outcomes: By end of the session students compile the basic purpose of business and its activity.</p>	
	<p>Activity: Lecture</p>	
	<p>Further reading for this lesson: Coel G.A. Management Theory & Practice, D.P. Publications</p>	
Week 2 - 3	<p>Topic: TYPES OF BUSINESS ORGANISATIONS</p> <ul style="list-style-type: none"> • Sole Trader, Partnership, Limited Companies. • Advantages and Disadvantages of different types of business organisation. • Franchise and charity organisation. • Identify the advantages and disadvantages of different organisation in the public sector. • Understand the hierarchy of objectives that exist in a business and appreciate the different stakeholders. 	6
	<p>Learning Outcomes: By end of the session students analyse the types of business organisation (sole trader, partnership, limited companies, franchise & charity organisation).</p>	
	<p>Activity: Lecture</p>	
	<p>Further reading for this lesson: Coel G.A. Management Theory & Practice, D.P. Publications</p>	
Week 4 - 5	<p>Topic: BUSINESS ENVIRONMENT</p> <ul style="list-style-type: none"> • Understand the general influences on an organisation by internal and external environmental issues. • PEST Analysis. 	6
	<p>Learning Outcomes: By end of the session students revise the internal and external elements in business environment.</p>	
	<p>Activity: Lecture</p>	
	<p>Further reading for this lesson: Coel G.A. Management Theory & Practice, D.P. Publications</p>	

<p>Week 6</p>	<p>Topic: BUSINESS OPERATION AND ITS SERVICES</p> <ul style="list-style-type: none"> • Identify and explain the services available to assist business. • Service and its operations available through insurance, banking sources of finance, constancy and government assistant. <p>Learning Outcomes: By end of the session students discuss how the banking and insurance sector assist business organisation activities.</p> <p>Activity: Lecture</p> <p>Further reading for this lesson: Coel G.A. Management Theory & Practice, D.P. Publications</p>	<p>3</p>
<p>Week 7 - 8</p>	<p>Topic: PRODUCTION MANAGEMENT</p> <ul style="list-style-type: none"> • Importance of logistics, production process and control. • Location of a business. • Factors that influence the scale of production. • Types of productions. • Stock • JIT <p>Learning Outcomes: By end of the session students analyse on the a) important of business location b) production process and types of production c) Stock and JIT</p> <p>Activity: Lecture</p> <p>Further reading for this lesson: Coel G.A. Management Theory & Practice, D.P. Publications</p>	<p>6</p>
<p>Week 9 – 10</p>	<p>Topic: MARKETING MANAGEMENT</p> <ul style="list-style-type: none"> • The importance of Marketing. • Customer needs. • Market research. • Marketing Mix • Product Life Cycle <p>Learning Outcomes: By end of the session students compile on the marketing management and its relation to the business activities.</p> <p>Activity: Lecture</p> <p>Further reading for this lesson: Coel G.A. Management Theory & Practice, D.P. Publications</p>	<p>6</p>

<p>Week 11 - 12</p>	<p>Topic: FINANCIAL AND MANAGEMENT ACCOUNTING</p> <ul style="list-style-type: none"> • Identify the sources of finance available for business. • Justify the use of different sources of finance in different situations. • Definition of Balance Sheet and Profit and Lost Account. • Stakeholders <p>Learning Outcomes: By end of the session students apply on the importance of financial and management accounting in business organisation.</p> <p>Activity: Lecture</p> <p>Further reading for this lesson: Coel G.A. Management Theory & Practice, D.P. Publications</p>		<p>6</p>
<p>Week 13 –14</p>	<p>Topic: HUMAN RESOURCE PLANNING</p> <ul style="list-style-type: none"> • Function of Human Resource Management. • Recruitment and Selection. • Employees remunerations. • Health and Safety issues. • Training and Development. <p>Learning Outcomes: By end of the session students discuss the contribution of Human Resource Planning in a business organisation.</p> <p>Activity: Lecture</p> <p>Further reading for this lesson: Cole G.A. Management Theory & Practice, D.P. Publications</p>		<p>6</p>
<p>13. Text</p>	<p>Compulsory</p>	<p>Colle G. A., Management Theory & Practice, D.P. Publications 5th Edition 2007</p>	
	<p>Reference</p>	<p>Fry, Fred L, Business An Integrative Approach, 3rd Edition, Boston McGraw-Hill/Irwin 2004.</p> <p>Robbin, Stephen P, Management , 8th Edition, Pearson Education International 2005.</p> <p>Bovee, Courtland L. Business In Action, 3rd International Edition, Pearson Education International,2005.</p> <p>Jewell, Bruce R, Intergrated Approach to Business Studies 4th Edition, 2000.</p>	