

# **1 BBA 1110: PRINCIPLES OF BUSINESS ADMINISTRATION**

**Pre-requisite: None**

## **Aim**

This course aims to providing students with an understanding of organisational settings, concepts of managing organisations

## **Objectives**

By the end of the course, students should be able to:

- explain the nature and context of organisations
- explain how organisations can be designed and structured
- discuss the various management functions in organisations
- analyse the impact of the environment on the organisation
- discuss how change may impact on the operations of the organisation

## **Content**

1. Introduction to Business Administration
  - Nature of Business Activity
  - Types of Organisations
  - Organisational Objectives
  - Stakeholders
2. Design and structure of organisations
  - Role and purpose of core functions
  - Different structures of organisations
  - Organisation of internal relationships
  - Design of structure,
3. The impact of the environment on the organisation
  - Layers of the environment
  - Impact of external environment on the organisation
  - Analysis of the internal environment
4. Management Functions and processes
  - Main functions and processes of management
  - Role of the manager and principles of management
  - Theories of Management and Leadership-own topic
  - Management's Social and Ethical Responsibility
5. Production
  - Production methods
  - Quality assurance
  - Location
6. Marketing
  - The importance of marketing
  - Marketing mix elements

- The product life cycle concept
- Marketing planning process
- 7. Finance
  - Sources of finance
  - Investment appraisal
  - Working capital
  - Budgeting
- 8. Human Resources
  - Human resource planning
  - Communication-today
  - Motivation
  - Employer employee relations
- 9. Change and the Management of Change ;This topic is also handled in organisational behaviour
  - The nature of change in organisations
  - Factors causing change and resistance to change
  - Managing the Change process

### Method of Teaching

Four contact hours consisting of three hours of lectures and one hour tutorial per week.

### Assessment

Continuous assessment		50%
Two Tests	30%	
1 assignment	20%	
Final examination		50%

### Required Reading

Robert C Appleby (2000) *Introduction to Business Administration*

Hoang, P. (2011) *Business and Management*, 2<sup>nd</sup> Edition. Victoria: IBID Press.

Mullins, L. J. (2010) *Management and Organisational Behaviour*, 9th Edition. London; Pearson

Boddy, D. (2011) *Management: An Introduction* 5<sup>th</sup> Edition. Essex: Pearson education

### Recommended Reading

Bratton, J and Gold, J. (2007) *Human Resource Management: Theory and Practice*, 4<sup>th</sup> Edition. Palgrave, Macmillan.

Handy, C. (1993) *Understanding Organisations*, 4<sup>nd</sup> Edition. Oxford: Oxford University Press.

Kotler, P. (2004) *Marketing Management, Analysis, Planning, Implementation and Control*. London: Prentice Hall.

Kotler, P. and Armstrong, G. (2004) *Marketing an Introduction*. London: Prentice Hall.

Needles, B. E., Powers, M. and Crosson, S. V. (2011) *Principles of Accounting*, Seattle: Amazon Publishing.

Robbins, S, P. (2008) *Fundamentals of Management: Essential Concepts and Applications 6<sup>th</sup> edition*. Pearson Education. Upper Saddle River, NJ