

MODULE: BUSINESS MANAGEMENT

CODE: BAAF-2-1-09

Stage: II

Number of Credits: 4 semester credits / 6 quarter units

Theme: Business Environment

Assessment Weighting: 40% Coursework 60% Examination

INTRODUCTION

THIS MODULE IS DESIGNED TO PROVIDE STUDENTS WITH A DEEPER UNDERSTANDING OF BOTH ORGANISATIONAL MANAGEMENT AND MARKETING PRINCIPLES. IT PRESENTS MANAGEMENT WITHIN ITS OVERALL ORGANISATION-WIDE PERSPECTIVE INVOLVING A CONSIDERATION OF BOTH EXTERNAL AND INTERNAL STRATEGIC ISSUES. INTERNAL ISSUES LARGELY FOCUS ON THE MANAGEMENT OF OPERATIONAL EFFICIENCIES, WHILE THE EXTERNAL FOCUS IS PREDOMINANTLY DRIVEN BY MARKETING CONSIDERATIONS. THE MODULE ACTS AS A PRIMER FOR THE STRATEGIC MANAGEMENT MODULE IN STAGE 3.

SYLLABUS

Management Functions

Planning: Levels, Decision Making, Barriers

Organising: Structures: Supporting Innovation / Change

Leading: Nature or nurture, Managing Groups and Teams

Controlling: Finance, People, Information, Ensuring Quality

Marketing Strategy and Planning

4Ps revisited

Pricing Policy

Product Branding

Consumer Markets

Measuring Customer Satisfaction

Managing Marketing Channels

Marketing Industrial Products / Services

Management and the internal environment

Demand Forecasting

Capacity Planning

Inventory Control

Value Chain Analysis

Quality Control

Product Design / Services

SWOT analysis

Value chain analysis

Portfolio analysis

STRATEGIC MANAGEMENT

- Strategy and mission statements
- Strategic goals and objectives
- Strategic planning
- Business plans, monitoring and reviewing
- Implementation of strategy

MANAGEMENT AND THE EXTERNAL ENVIRONMENT

- Analysing the market
- Developing competitive strategies
- Offensive and defensive strategies
- Analysing competition
- Business ethics and corporate responsibility
- Legislation, society and cultures
- The global environment