IFA 1104 Business Administration (core)

The meaning of business, nature, purpose of business The dynamics of business and economics; ethics and social responsibility; local and international business; quality and competitiveness; human resources; administration function in business, marketing; financing enterprises. Setting and management of small and medium enterprises.

Course Description

The meaning of business, nature, purpose of business The dynamics of business and economics; ethics and social responsibility; local and international business; quality and competitiveness; human resources; administration function in business, marketing; financing enterprises. Setting and management of small and medium enterprises.

Prerequisite: None. 2cr. hrs

This course aims at instilling the trainees with the basic knowledge and skills that are essential for generating business ideas, formulating, starting and managing an enterprise and thus be able to create self-employment as a career.

The aim of this training package is basically to preparing individuals to take self-employment as an alternative to making life affordable and meaningful to its owner by creating awareness as well as providing business management skills that respond to the needs of Ugandans specifically the starters and managers of micro and small-enterprises.

Objectives

The specific objectives of this training are;

- To equip trainees with knowledge, skills as well as the exposure required in identifying and defining business opportunities, generating and selecting business ideas, starting and managing a venture,
- To provide trainees with the opportunity for creative thinking towards utilizing their talents and other natural resources, knowledge and skills in a productive and profitable manner,
- To develop attitude of self -employment.
- To enable trainees building a business network among themselves and those already in business.

Course Outline

Week 1: Introduction to the Business Management Training Objectives of the Training

Programme

- It's importance to the entrepreneur
- Course outline
- Training methods
- Expected training out put

Week 2: Introduction to Entrepreneurship

- Definition of entrepreneurship
- What entrepreneurship requires,
- Definition of an entrepreneur,
- Characteristics of an entrepreneur,
- Qualities of a entrepreneur,
- Definition of a business,
- Definition of an enterprise,
- Definition of a business idea,
- Generation of business ideas,
- Sources of business ideas,

Week 3: Introduction to Starting a business Venture

- Selecting and testing a business idea,
- Reasons for starting a business,
- Process of starting a business,
- Problems of starting a business in Uganda,
- Importance of small scale businesses to the economy of Uganda,
- Exercise.

Week 4: Introduction to Forms and Types of Business

- Types of Business
- Manufacturing business
- Trading business
- Service Proving business
- Forms of Business
- Sole Proprietorship,
- Partnership,
- Limited Liability Company,
- Advantages and disadvantages of each,
- Business Legal requirements,

Week 5: Continuous assessment (10%)
Week 6: Introduction to Marketing

- Definition of Marketing
- Definition of a Market,
- Marketing and Selling,
- Pillars of Marketing
- Customer handling,
- Exercise
- Distribution Channels
- Advertising and methods of advertising,
- Market Research

Week 7: Introduction to Costing and Pricing

- Definition of Costing,
- Definition of Price and Pricing,
- Types of Costs.
- Costing for a manufacturer,
- Costing for a service provider,
- Costing for a trader,
- Exercise.
- Pricing for profitability,
- Buying and selling.

Week 8: Introduction to Human resource Management

- Definition of Human resource
- Importance of human resource in an enterprise
- Staffing in an enterprise,
- Importance of Orienting & training Staff in an enterprise.
- Job performance appraisal
- Manpower Audit,
- Manpower Planning and utilization,
- Salary structuring and incentives,
- Case study on Human Resource Management

Week 9: Introduction to Family and Business

- Roles and importance of a family to the business
- Roles of a Spouse in a family business
- How to control family affairs from the business
- Discussion and Exercise

Week 10: Record Keeping and Stock Control

- Definition and importance of Record Keeping
- Record Book Simple Integrated Record Keeping system
- Simple Integrated Record Keeping system,
- How to analyze income and expenditure,
- What is Stock Control
- Importance of Stock Control
- Guidelines to Stock Control
- Stock records
- Stock taking and its importance

Week 11: Test (15%)

Week 12: Introduction to Sales and Costs Plan

- Definition of Sales and Costs plan
- Relating the Sales and Cost Plan to Record Keeping System,
- Importance of a Sales and Costs Plan,
- Constructing a Sales and Costs Plan

- Cash Flow Plan
- Defining a Cash Flow plan,
- Importance of a Cash flow plan,
- Relating a sales and Cost Plan,
- Constructing a Cash flow Plan
- Analyzing a Cash flow plan,
- Analyzing a Cash flow plan,
- Discussions,

Week 13: Introduction to Financing

- Definition of Capital,
- Capital and What its needed for,
- Computation of Start -up Capital
- Sources of Start -up Capital
- Guest Speaker from a Financing Institution
- **Importance of good financial management in an enterprise** Week 14: Introduction to Sources of Business Advisory services

- Business Support Network in Uganda
- How to access Advisory Services
- Resource Person from the Manufacturing Sector
- Resource Person from the Export Promotion Board

- Introduction to building a Business Plan
- What is meant by a Business Plan,
- Importance of a Business Plan,
- Contents of a Business Plan
- Constructing a business Plan

Week 15: Test (15%) Learning Outcomes

- Trainee's will be committed to taking up the entrepreneurship career in their chosen trades and change their behavior by providing them with knowledge and skills that will enable them to establish and manage their own businesses as an alternative to seeking paid employment ,
- Better understanding of enterprise management for growth, hence, contribute to the creation of employment and to the economic growth of Uganda generally.
- Improved knowledge on the productivity/competitiveness and profitability of art and design businesses through a step by step and a practical management skills training and exposure to the business environment.
- To create a network among those trained as well as those already in business.

Methods of teaching/delivery

Lecture method, presentations, guest teachers, group discussions

Assessment Method

Course work 40%

Continuous assessment 10%

Tests 30%

End of semester Examination 60%

Reading/References materials:

1. Entrepreneurship -Starting, Developing & Managing A New Venture.- By Hisrich Peters
2. Small And Medium Enterprise Business Guide- Uganda Investment Authority -UIA,
3. How To Create And Sustain Business - By Julius Apegu - ISBN 70-83-00-0,
4. Top Performance - How To Develop Excellence In Yourself & Other - By Fleming .H.Revell,
5. Gender And Entrepreneurship Together - Training Package And Resource Kit- African Edition By Susanne Bauer,Gerry Finnegan & Nelie Haspels, Ilo -Geneva
6. Productivity & Quality Management - A Module programme -By Joseph Prokopenko & Klans North,
7. Improve Your Business Basics- Practical Management For Small Businesses , By Ilo/Iyb -Project Office Harare. Obtainable From Enterprise Uganda.

The Idea Book 2004 By Fredrick Haren