**COE1104 business management**

| Hours per Semester | | | | Weighted Total Mark | Weighted Exam Mark | Weighted Continuous Assessment Mark | Credit Units |
|---|---|---|---|---|---|---|---|
| LH | PH | TH | CH | WTM | WEM | WCM | CU |
| 60 | 0 | 00 | 60 | 100 | 60 | 40 | 4 |

**Rationale**

This course introduces students to principles of managing engineering businesses and projects/contracts. It covers organizational structures and characteristics, management functions and marketing principles.

**Course Objectives**

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

- Understand organizational operations, management function and marketing principles
- Manage an organization, business and project/contract.