

## **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.

### **Detailed Course Content:**

**Organizations:**

**[10 Hours]**

Definitions and reasons for their existence; Classification of Organizations: Objectives, structures, ownership; Evolution of management theory;

**Management functions:**

**[10 Hours]**

Planning, organizing, human resource management, leadership motivation, monitoring and control; The roles and responsibilities of managers and the challenges managers face today; Management of organizational change, conflict resolution and creativity Industrial relations.

**Management and Development of enterprise:**

**[8 Hours]**

Identification and Selection of a viable project, preliminary and detailed studies; preparation of business plans and presentation for evaluation.

**Production planning & control:**

**[12 Hours]**

Product design, plant location, plant layout; Forecasting, planning routing, loading, scheduling, dispatching, follow up actions, capacity planning and production smoothing; Inventory planning and control; Materials requirements planning; Manufacturing resources planning; Productivity and service quality; Quality assurance and statistical quality control methods;

**Marketing:**

**[10 Hours]**

Environmental forces which affect the marketing process: tools used by modern marketers and the four Ps of marketing: product, place, price and promotion.

**Production Management:**

**[10 Hours]**

Emphasis on pricing, marketing planning, competitor and customer analysis; market forecasting, product strategy and marketing mix decisions; customer service and financial analysis for product management. Service and industrial marketing including the standard industrial classification (SIC) system, derived demand, industrial buying behavior and market segmentation, Business ethics: introduction to basic ethical theory, ethics of markets and prices, environmental and customer issues and employee issues.

**Learning Outcomes**

**Knowledge and Understanding**

Having successfully completed the module, you will be able to demonstrate knowledge and understanding of:

- effective business organisation and business functions;
- managerial roles and skills;
- finance as the language of business;
- the interface between management and engineering.

**Intellectual Skills**

Having successfully completed the module, you will be able to:

- explain the contribution of effective and efficient management to the attainment of organisational objectives;
- evaluate alternative forms of business organisation;
- evaluate the contribution of a combination of business functions to organisational outcomes;
- conduct and interpret managerial analyses of a range of financial data.

**Practical Skills**

Having successfully completed the module, you will be able to:

- organise business activities effectively and efficiently;

- understand and interpret financial information;
- prepare budgets and manage activities within budgetary targets;
- liaise with appropriate professional support agencies such as lawyers, advertising agencies, local authorities and so on.
- appreciate the legal and ethical dilemmas faced by engineers in their working environment.

### **General Transferable (key) Skills**

Having successfully completed the module, you will be able to:

- demonstrate personal effectiveness in achieving personal goals;
- contribute to effective and efficient organisational decision making;
- demonstrate personal motivation and be able to motivate others;
- utilise generic managerial skills effectively and efficiently.

### **Method of Teaching /Delivery**

The course will be taught by using lectures, tutorials and assignments.

### **Mode of Assessment**

Assignments, tests and final examination. Their relative contributions to the final grade are :

<b>Requirement</b>	<b>Percentage contribution</b>
--------------------	--------------------------------

Course work (Assignments, tests)	
----------------------------------	--

40% Final examination	
-----------------------	--

60% Total	
-----------	--

100%	
------	--

### **Recommended and Reference Books**

- W Nel, Management for Engineers, Technologists and Scientists, John Wiley & Sons, 1987.
- AC Payne, JV Chelson and LRP Reavill, Management for Engineers, Wiley and Sons 1996.

### **Possible Lecturers:**

Mr. D. Semukuutu