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 :

Requirement	**Percentage contribution**
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