

1.0 PREAMBLE

The Department of Business Studies (as it was then called) started as a full-fledged Department in the 2002/2003 academic session when the University commenced. There were 5 programmes under the Department of Business Studies in the 2002/2003 academic session. These are: Accounting, Banking and Finance, Business Administration, Marketing, Industrial Relations and Human Resource Management. However, in 2004/2005 academic session, Accounting and Banking and Finance became full-fledged Departments and ceased to be under Business Studies, which later became Business Management.

The Postgraduate Programme of the of Business Administration started in 2003/2004, with six lecturers. The programme was mainly for staff development, with the establishment of the programme in the Business Administration with eight staff members admitted into the Ph.D programme.

The Postgraduate programme in the Business Administration was designed to provide specialized M.Sc/Ph.D Degrees in the areas of Business Administration. They are designed for students with career interest in academics, research training, business administration and consultancy. Opportunities also exist for graduates to function as management experts, marketing analyst, human resource consultant in many international organizations and agencies. The programme aims at providing in-depth academic exposure to the literary foundations and current development in management. It is also meant to develop research capability in the discipline as well as prepare candidates for higher degree programme. The programme consists of a combination of coursework and research to be embodied in an orally defended dissertation. The candidates shall select their dissertation topics from any of the core areas of the programmes where they wish to specialize.

1.1 Vision

The vision of the programme is to train a new generation of researchers and scholars who will assume leadership roles and establish themselves as trailblazers in their world.

1.2 Mission of the programme

The mission of the programme is to outspread the borders of knowledge through a well-designed

competency-based training programme of teaching and research and inculcate discipline in research and development to Business Administration Ph.D graduates.

1.3 Philosophy

The Master of Science and Doctor of Philosophy Degree Programme of Business Administration is designed to provide specialized Master and Ph.D degree in the areas of Business Administration and Management. The programme are designed for students with career interest in the academia, research training, institutional and business administration management and consultancy.

Opportunities also exist for Master of Science graduate to function as management experts, marketing analysts, resource consultants in many international organizations and agencies.

1.4 Aim of the Postgraduate Programme

The programme aim at providing an in-depth academic exposure to the literary foundations and current development in management and administration related studies. It is also meant to develop research capability in the discipline. The programme consists of a combination of coursework and research to be embodied in an orally defended project. In a bid to address the leadership challenge of Nigeria, Africa and the entire world, and in line with the vision of Covenant University to raise a new generation of leaders, the philosophy of the Postgraduate Programme in Business Administration is tied with the need to produce business professionals who are ethically grounded, highly knowledgeable as well as research and IT savvy

1.5 Objectives of the Postgraduate programme

The objective of establishing Postgraduate degree programmes in Business Administration is derived from the overall aims and objectives of establishing the College of Business and Social Sciences. These programmes are designed to provide high-level personnel capable of conducting independent research and providing both spiritual and intellectual leadership in industry at national and international levels. The programme is expected to inculcate in our students the sense of creativity and sensitivity to business systems and operations and to impact on their managerial and administrative decision processes.

**LIST OF ACADEMIC STAFF IN BUSINESS ADMINISTRATION
PROGRAMME**

Table 1

S/N	NAME	CURRENT STATUS	QUALIFICATION	AREA OF SPECIALISATION
1	Prof. Chinonye Love Moses	Professor /HOD	Ph.D, M.Sc, MBA, B.Sc.	Entrepreneurship Research Methodology, Management, Small Business Management, Strategic Management
2	Professor David Maloma Akinnusi	Professor	Ph.D, M.Sc, B.Sc.	Organisational Behaviour / Organisational Development / Human Resource Management/Industrial Relations
3	Prof. Worlu, Rowland Kpasome Enwuzuruike.	Professor	Ph.D, M.Phil, MBA B.Sc,	Marketing
4	Dr. Iyiola, Oluwole Oladele	Associate Professor	DBA, MBA, B.A, PGB CIB	Marketing/ Internatip
5	Dr. Kehinde, Oladele Joseph	Associate Professor	Ph.D, M.Sc, PGD Adv. B.Sc.	Marketing
6	Dr. Adegbuyi Omotayo Adeniyi	Associate Professor	Ph.D., M.Sc., B.Sc. (Marketing)	Marketing and Entrepreneurship
7	Dr. Adeniji, Anthonia Adenike	Associate Professor	Ph.D, MBA, PGDFM, B.Sc.	Industrial Relations and Human Resource Management
8	Dr. Osibanjo, Adewale Omotayo	Associate Professor	Ph.D., M.Sc, B.Sc., NCE	Management (HRM)
9	Dr. Ogunnaike, Olaleke Oluseye	Associate Professor	Ph.D, M.Sc, B.Sc, OND	Services Marketing Marketing Research & Entrepreneurial Marketing
10	Dr. Kayode Obafemi Awe	Senior Lecturer	Ph.D, M.Sc, MILR, B.Sc.	Business Management/ Human Resource Management
11	Dr. Oludayo, Olumuyiwa Akinrole	Lecturer 1	Ph.D., M.Sc, B.Sc.,	Human Resource Management
12	Dr. James Nwonye Obi	Lecturer 1	Ph.D, MBA, B. Sc. Advanced Dip.	Human Resources. Management. General Business management.
13	Dr. Stephen Ikechukwu Ukenna	Lecturer 1	Ph.D, M.Sc, B.Sc, HND	Marketing

VISITING LECTURERS

S/N	NAME	CURRENT STATUS	QUALIFICATION	AREA OF SPECIALISATION
1	Prof. Olajide P. Oladele Federal University, Oye-Ekiti	Professor	Ph.D, M.Phil, M.Sc, MBA, B.Sc.	Business Administration & Management
2	Prof. Abiola Idowu Ladoke Akintola University, ogbomoso	Professor	Ph.D, MBA, B.Sc;	Management Science
3	Prof. Owolabi L. Kuye University of Lagos	Professor	Ph.D, M.Sc, B.Sc;	Advance Strategic Management
4	Dr. Sanjo M. Oladimeji Ladoke Akintola University, Ogbomoso	Senior Lecturer	Ph.D, M.Sc, B.Sc (Ed) NCE	International Business
5	Dr. Olufemi A. Akintunde University of Lagos	Senior Lecturer	Ph.D, M.Sc, MBA, B.Sc,	Management Information & System, Strategic Leadership and International Business

2.0 Academic Content

2.1 Admission Requirement

To be considered for admission into M.Sc.Business Administration, Industrial Relations & Human Resource Management and Marketing of Covenant University, an applicant must satisfy the general University requirements as well as any special requirements for admission into the programme:

- (i) The candidate must provide all relevant documents, including credentials, academic transcripts, reference letters, etc. to substantiate the claims on the application forms.
- (ii) Applicants who are Nigerian citizens must also provide the N.Y.S.C. discharge (or exemption) certificate.
- (iii) Candidates may be required to satisfy the Department at an interview or written examination or both.
- (iv) Duration for the Master of Science Programme: Two academic sessions
- (v) To qualify for M.Sc. in Business Administration, the candidate must possess Bachelor's Degree with a minimum of Second Class (Lower) in Business Administration, Economics, of this University or any other approved University.

Admission into the Doctor of Philosophy programmes in the Department of Business Management is open to candidates who already possess:

1. The Degree of Master of Science with a minimum of CGPA of 4.00 in their M.Sc. coursework;
2. Holders of the M.Phil Degree of from any recognized University with a minimum CGPA of 4.00 are eligible to apply.
3. The degree of Master of Science with a 3.50-3.99 can be admitted for M.Phil/Ph.D programme.

2.2 Graduation Requirement

To satisfy the requirement for the award of the M.Sc Degree in Business Administration, Industrial Relations and Human Resource Management and Marketing, the candidates must:

- Register and pass a minimum of 38 units of taught courses; that is, 36 units of Departmental/College and 2 units of University wide courses.
- Candidates must satisfy the above conditions before they are allowed to present their dissertation for defence.

On the successful completion of the coursework, each candidate will be required to submit a dissertation for both internal and external examination and defence.

To satisfy the requirement for the award of Doctor of Philosophy Degree Programmes in Business Management, the candidates must:

- Register and pass at least fourteen units (14 units) of coursework in the first semester
- There shall be at least two seminars as part of the Ph.D. Programme. This is in addition to the 14 units of course work. This will be presented between the “Defense of Title: and “Defense of Thesis” stages.
- Candidates must satisfy the above conditions before they are allowed to present their thesis for defence.
- On the successful completion of 14 units of compulsory courses, each candidate will be required to submit a thesis for both internal and external examination and defence.
- However, M.Phil/Ph.D students will take additional 12 units of coursework.

BUSINESS ADMINISTRATION (FIRST YEAR)**TABLE 2****ALPHA SEMESTER**

S/N	COURSE CODE	COURSE TITLE	UNIT
1	TMC 811	Total Man Concept	1
2	EDS 811	Entrepreneurship Development Studies	1
3	BUS 810	Research Methodology	2
4	CBS 811	Quantitative Method for Management	2
5	BUS 812	Management Theory	2
6	BUS 814	Organizational Behaviour	2
7	BUS 815	Corporate Planning	2
8	BUS 813	Advanced Strategic Management	2
TOTAL			14

OMEGA SEMESTER

S/N	COURSE CODE	COURSE TITLE	UNIT
1	BUS 821	Production & Operation Management	2
2	IRH 827	Human Resource & Compensation Management	2
3	MKT 821	Marketing Management	2
4	BUS 822	Comparative Management	2
5	BUS 825	Strategy & Structure	2
TOTAL			10

TABLE 3:**(SECOND YEAR)****ALPHA SEMESTER****OMEGA SEMESTER**

S/N	COURSE CODE	COURSE TITLE	UNIT
1	BUS 831	International Business	2
2	BUS 832	Economic Theory	2
3	BUS 836	Management Information System	2
4	IRH 832	Diversity & Conflict Management	2
5	BUS 834	Global Economic Environment	2
TOTAL			10

S/N	COURSE CODE	COURSE TITLE	UNIT
1	BUS 840	Project Dissertation	6
2	BUS 841	Seminar	2
TOTAL			8

Total	42
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COURSE DESCRIPTION FOR M.Sc BUSINESS ADMINISTRATION**BUS 810: Research Methodology****2Units**

This course is designed to sharpen the students' skills and appreciation of organized enquiry. Topics to be covered include the following: Meaning and nature of research; comparison between research, common sense and science; Types of research; the research cycle; selecting research topics, problem and hypotheses formulation, Research design; research instruments and Data collection, Data Analysis and interpretation; research report, Research and the issue of relevance; ethical issues in research

CBS 811: Quantitative Method for Management**2 Units**

Analytical tool is very vital to acquisition and development of managerial skill. Hence, there is the need to expose students to basic quantitative analysis and reasoning, and its application to management decision making. Topics to be covered shall include set theory; basic concepts in probability; probability

distributions; decision theory; forecasting models and techniques, linear programming (graphic and simplex methods); introduction to operation research; network models and simulation

BUS 812: Management Theory

2Units

The intent of this course is to expose the students to basic issues and theories with regards to the practice of management in contemporary organizations. It examines the introduction and integration of the evolution and the development of theories and concepts, and their application in the field of management. Students are expected to critically analyze the different perspectives within the field of Management. Development of Management models (Rational goals, internal process, human relations and open systems models): organizational effectiveness, environments, technology design and performance; images of organizations and implications for research and practice; organizational ecology; institutional theories; organizational culture and climate; organizational learning and globalization of organization theory. The intent is to build a theoretical foundation for the understanding of Management issues, and provide guidance for research activities in the programme.

BUS 813: Advanced Strategic Management

2 Units

This course deals with theoretical and practical aspects of strategy formulation and implementation. Attention is placed on the art of strategic thinking leading to creativity and innovation as well as the rational strategic planning process. Among the topics covered are the following: Analyzing industry structures and dynamics; assessing positions, actions and reactions of competitors; processes of strategic planning, technology strategy and e-business, process re-engineering and corporate turnaround. Case writing and analysis are fundamental to this course.

BUS 814: Organizational Behavior

2Units

This course is designed to aid students in understanding organizations both at the Micro and Macro levels. Specifically, this course examines rigorously, the structure, function, and people in organizations and society. Topics include organizational dynamics – micro and macro perspectives; organizations and the systems concept; organizational entry, motivation and job satisfaction, bases of individual attitudes and behaviours in organizational settings, individual and their relationships in organizations; and group and inter group behaviours.; organizational structures; Typology/Taxonomy of organizations; organizational efficiency and effectiveness; organizational politics; organizational change and development; technology and organizational structure; organizations and environment; organizational design.

BUS 815: Corporate Planning**2Units**

Business policy and corporate strategy is concerned with the type of businesses, the firm as a whole is or should be in for. Students specializing in corporate strategy and business policy, at the M.Sc. it must be developed to appreciate the general management point of view rather than a departmental orientation to the issue of corporate strategy and business policy. The focus is on the choice of purposes for the moulding of organizational character; the definition of what needs to be done; and the mobilization of resources for the attainment of goals in the face of competition or adverse environmental threats.

BUS 821: Production and Operation Management**2 Units**

Topics include aggregate planning methods with emphasis on the mathematical model; seasonal production planning and work force planning. Integration of planning and scheduling levels in hierarchical systems. Determination of capacity in services systems; services design and services mix problems.

Concepts, models and theories relevant to the management of the processes involved to provide goods and/or services to consumers in both the public and private sectors; production, inventory and distribution functions, scheduling of services or manufacturing activities; facilities planning and device of technology.

BUS 822: Comparative Management**2 Units**

(1) Analysis of the practice of management in advanced countries and developing countries. Implications of types and various management system in DC, NICs and developing countries (2) The course must examine management practices in public and private sectors and examine various theories and models that meets the needs of the private and public sectors, particularly on staff motivation, controlling, financial management and material management (3) A seminar based analysis of different management practices in Europe, Asia and America

BUS 825: Strategy and Structure**2 Units**

The course will build on a base of the study of organizations and focus on the ways organizations are structured to suit the evolving strategies and the mutual impact of strategy and structure.

MKT 821: Marketing Management**2 Units**

The course introduces students to the basic principles of management with regard to the marketing function. This includes marketing planning, analysis, implementation and control,

designing marketing strategies in relation to the relevant environment, total quality management and the marketing function, and management of the marketing mix elements, among others.

IRH 827: Human Resources Management & Compensation

2 Units

The focus of the course is on effective personnel practice viz-à-viz other resources, the history of the industrial development around the world and some different ways of involving people in organizational life e.g. in Japan, USA, UK and Nigeria), how different groups of shareholders within the organization pose somewhat different challenges to HRM policies; and how the HRM strategy must take into account the changing expectations of employees, unions policies and government regulations. Human resource planning, managing change process and work ethics

BUS 831: International Business

2 Units

The course focuses on the international dimension of business, including trade, financial and foreign investment patterns, and problems and policies at the corporate and national levels. It covers theoretical, institutional and case analyses of major issues, including the impact of international codes and organizations on corporate policies in home and host countries, the effect of changing governmental policies on strategies for managing international operations. Using a wide range of data sources, cases, and other empirical studies, each student will prepare an individual study of a specific company and country.

BUS 832: Economic Theory

2 Units

Application of principles from various fields in economics and business to management decision making; price mechanism, allocation of resources, profit drivers of the firm, revenue and cost drivers, interactions among market players, firms' strategy, understanding market forces, the meaning of competition, pricing and profits, market power, playing games I – Competition, Cooperation and Competition; playing games II – Entry and Exit, Firms versus Markets; Make or Buy, auctions and market design, economics of information.

BUS 834: Global Economic Environment

2Units

This situates Nigerian Economy within the broader global economy. It examines the implementation of the movement towards free market economy on stakeholders including business, government, consumers, labour and public. The course takes a multidisciplinary approach drawing from international politics,

economy, finance, cross-cultural and business management. Topics to be covered include Strategic aspects of international trade, globalization / international institutions, industrialization strategies, determinants of economic growth and poverty reduction in Africa; global power and wealth distribution; lessons from Asian and Mexican financial crises; multilateral negotiations, global culture and information technology, exchange rates / inflation/interests rates.

BUS 836: Management Information System

2Units

This course is designed to expose students to the practical application of computers to management information processing. The course provides the steps followed in the utilization of electronic data processing (EDP) system in producing financial and management information, in feasibility studies, system analysis, system design and system implementation for computerized accounting system. Among other things, the course will examine the following issues: Elements of computing mechanical and electronic, types of computers and their applications, computer programming using either COBOL or FORTRAN, data processing manual and mechanized systems, system analysis and design, evaluation and administration of MIS with emphases on computer based systems, meaning of information technology and its application in business finance and management.

IRH 832: Diversity and Conflict Management

2Units

This course deals with managing and resolving workplace conflicts and examines dispute resolution and conflict management in both various and non-various settings. The course covers two related topics: (1) third-party dispute resolution, including alternative dispute resolution (ADR). It focuses primarily on the use of mediation and arbitration but also deals with other dispute resolution techniques, such as fact – finding, facilitation, mini-trials, early neutral evaluation peer review, and the ombuds function; (2) conflict management in organizations, including the recent development of conflict management systems. The course reviews the factors that have caused the growth reviews the factors that have caused the growth of ADR and conflict management systems, and it provides instruction on the design, implementation and evaluation of such systems.

BUS 841: Seminar

2Units

Each student shall be expected to present two seminar papers on approved topical issues of relevance to specific areas in business

Ph.D. BUSINESS ADMINISTRATION

S/N	COURSE CODE	COURSE TITLE	UNIT
1.	TMC 911	Total Man Concept	1
2.	EDS 911	Entrepreneurship Development Studies	1
3.	BUS 910	Advanced Research Methods	3
4.	CBS912	Quantitative Methods	3
5.	BUS 913	Management Thoughts & Philosophy	3
6.	BUS 914	Seminar in Strategic Management & Entrepreneurship	3
7.	BUS 915	Imperatives of Globalization	3
8.	BUS 941	Seminars	3
9.	BUS 940	Thesis	12
<i>ELECTIVES (Choose any 2)</i>			
10.	BUS 912	Management of Change	3
11.	BUS 916	Government Business & Society	3
12.	BUS 917	Multinational Enterprises	3
13.	MKT 912	Advanced Marketing Theory	3
TOTAL			38

M.Phil/Ph.D Business Administration students will take the following additional courses:

S/N	COURSE CODE	COURSE TITLE	UNIT
1.	BUS 921	Advanced Management Processes	3
2.	BUS 925	Advanced Strategic Management	3
3.	BUS 933	Technical Issues in Business & Management Studies	3
4.	BUS 937	Business & Management Creativity and Innovation	3
SUB-TOTAL			12
Grand Total		50	

COURSE DESCRIPTION FOR Ph.D. BUSINESS ADMINISTRATION

BUS 910: Advance Research Methods

3 Units

The objective of this course is to deepen the understanding of the students, of the traditional scientific research methods. Topics to be discussed include Research in Social, Physical and natural sciences; problems of research in developing countries; common errors in research; types of research; and research in practice: selecting a topic, problem and hypotheses formulation, research design, instruments and data collection data analysis and interpretation, research report, etc

The objective is for students to gain confidence in the applicability and relevance of non-quantitative methods in our research environment, where the tradition of believing in "objective measurement" is strong. Qualitative research methods open up for us a class of research questions that is not accessible within the "normal" scientific method. That is, as researchers, we can ask new questions if we have a richer repertoire of tools, both the qualitative and the quantitative from which to choose.

Topics to be discussed include the basics of qualitative research methods and research approaches. Some qualitative research approaches, such as phenomenography, activity theory and ethnography, data collection methods such as interviews, field studies and rapid rural appraisal, and observations. Evaluating collected data

CBS 912:Quantitative Methods

3 Units

The course seeks to expose students to the use of advanced quantitative techniques in business management theories and practice. Some the advanced topics to be covered, among others include game theory, linear programming, network analysis, dynamic programming, complex decision theories, structural equation modelling, advanced inventory models, and advanced queuing models, among others, specifically the course has been designed to enable students study and apply advanced quantitative techniques in complex research and business decision-making situations, emphasizing multivariate quantitative methods, advance optimization and stochastic techniques relevant in understanding and solving business management problems.

BUS 913: Management Thought and Philosophy**3Units**

This course examines the idea and evolution of management as a field of endeavour.

BUS 914: Seminar in Strategic Management and Entrepreneurship**3Units**

Students will gain a well-developed understanding of business enterprises and the entrepreneurial and strategic thinking that drives them in a dynamic, competitive regional, national, and global economy. Students will learn to apply entrepreneurial and strategic management practices (e.g., using case analysis) to organizations of varying sizes. An integral component, futures studies, shall involve an introduction into thinking about the future, the foundation of the field, its methodologies, link to planning, decision-making, strategy and public policy. The relationship between core competences (at the company level) and key success factors at the industry shall be examined.

BUS 915: Imperatives of Globalization**3Units**

Globalization Overview: Why has the global economy grown so rapidly? How is it affecting the environment, local economics, and social and cultural customs throughout the world?

Questioning Free Trade: What are the positive and negative impacts of free trade?; Economic globalization and technological changes: these processes are examined in relation to the national development or under-development. It also examines multinational companies, their histories, the reasons for these companies' special mobility and the impact on developing world; Globalization and the Environment; Social Equity: Is social equity relevant to trade issues?; What is gained and lost through the gradual homogenization and distortion of cultures as a result of globalization?

BUS 941: Seminars**3Units**

This seminar introduces students to the most recent research in the area of Management and organizational analysis, examining current issues and trends. Students have an opportunity to present and discuss their own research and actively engage in their analysis and discussion of the work of others. Each student is expected to make at least one presentation during the course, focusing on the formulation, design, execution, and results of his or her research.

BUS 912: Management of Change**3Units**

Management of change is designed to acquaint participants with issues, techniques, and strategies for the management of change. The first part of the course concentrates on developing expertise in predicting relevant changes in the organization's task environment and making sure that change initiatives are in harmony with environment. Techniques for environmental scanning and task forecasting will be explored and useful models analyzed. Students will also discuss and make presentations on current issues such as employee ownership, team-based management, mergers and acquisitions, and organizational renewal, etc. by course end, participants will understand the techniques for creating a change, managing resistance, and applying models to various industries and situations.

BUS 916: Government Business and Society**3Units**

The course will examine the area of government business and business-society relations as one of the critical areas where the general manager spends a considerable amount of time. The responsibilities of the firm in these areas, the role of general manager, the skills needed and ethical and philosophical issues will be discussed.

BUS 917: Multinational Enterprises**3Units**

This course covers World Trade Organization (WTO) and multilateral trade agreements. The course will present an overview of the WTO and then focus on multilateral trade negotiations. Multilateral trade agreements shall be studied in four parts: trade in goods, trade in services, trade-related aspects of intellectual property rights and institutional issues. Agreements on trade in goods are further divided into three subcategories: market access, customs-related issues and trade rules. Lastly, this course will look at the future challenges facing the current multilateral trading system. Although this course deals with trade agreements, it will put more emphasis on economic interpretation rather than the legal aspects. For this course, outside scholars and experts from policy, academic, and private sectors may be invited as special guest lecturers.

MKT 912: Advanced Marketing Theory**3Units**

The objective of this course is to provide students with knowledge of advanced marketing theory and research. Marketing is an applied discipline that is informed by professional scholarly

research in marketing and related fields (e.g. psychology, economics). This course provides an in-depth review of marketing theory and research, an advanced review of influential theories in the development of marketing thought, and an overview of contemporary theories and research in marketing. Reading materials shall largely be scholarly articles in refereed journals.

BUS 921: Advanced Management Processes

3Units

Evaluation and Comparative analysis of management decision-making process.Planning Strategic and objectives setting. Forecasting as a guide to planning, Process of Organizing, Departmentalization, Line and Staff Organization Structure. Staffing-Manager selection, reward, development and performance, Director-Leadership, Motivation, Communication and Control Action.

BUS 925: Advanced Strategic Management

3 Units

The course aims at a thorough understanding of the theory and practice of strategic management as it has evolved. It concentrate on the roles and responsibilities of general management and focuses on the structural mechanisms and process through which objectives are attainable in organization

BUS 933: Technical Issues in Business & Management Studies 3 Units

This is a contemporary Course covering the areas of Business Administration and Nature of Management separately

a. Business Administration – Business redefined to incorporate meaning, participants and theories; Concept and structure; Business Strategic of Outsourcing Subcontracting, FDI, Franchising etc; International Production and Operation Management in International Companies; Regional Bloc, Liberalization FDI and Global Competitiveness of FDI; Global E-Business.

b. Management Studies: Empirical analysis of Management Concepts and Theories; Analysis of major administrative theories; Advanced treatment of core management functions; Issues in management system of DC & NICs and seminar based analysis of different management practices in two continents out of Europe/America/Asia; Structure design and strategies in International Business; Management of IT, Creativity.

BUS 937: Business & Management Creativity & Innovation 3 Units

Every Business students must understand ad take decision concerning the nature of Business and Management dynamics, the course covers I(a) Business creation and innovation (b) Brain storming for New/Old organization (c) Project stimulation into it system and sub-system (d) Employment generation and project-cum-revenue multiplier capacity. II(a) Management stimulation and conversion of discoveries, Inventions and creative into Innovation for management policy and decision (b) The New product Committee, task force (c) Top Management adoption process (d) Usage of appropriate Technology, Technology Transfer process, choice of tech acquisition and diffusional process of Technologies