

**BENUE STATE UNIVERSITY, MAKURDI  
FACULTY OF MANAGEMENT SCIENCES  
DEPARTMENT OF BUSINESS MANAGEMENT.**

**REVISED  
B.Sc (HONS) BUSINESS MGT. PROGRAMME**

**2015/2016 ACADEMIC SESSION**

## **My very dear students**

You are welcome to the Department of Business Management in particular and the Faculty of Management Sciences in general. You are embarking on a journey of your academic life which subsequently will form the foundation of your professional career. Do not look back until you have captured the Golden Fleece.

Your decision to choose Business Management as a course is probably one of the best decisions you have so far made in your youthful life. It is a good course and that is why millions of Nigerians struggle every year to be given the opportunity to study it.

However, your decision to choose the course is not enough. To really reap the fruits of the course, you must also prepare yourself for what it takes to benefit from studying Business Management. You must therefore bear in mind the following:

1. You must always remember that you are in a professional department being trained as a potential manager of tangible and intangible resources.
2. In keeping with Management professional code of conduct, you must always be of good behaviour and imbibe the values of integrity, handwork, and discipline.
3. You should also learn to appreciate the fact that Management as a discipline encompasses many other disciplines and transcends any imagination of a static concept.

You will be exposed to the tenets of the course during the four or three years you are expected to be in the department. Apply yourself fully to the course so that, together, we shall achieve the desired objectives.

Once again, you are welcome and best wishes.

**Dr. Dennis Ayaga**  
Head of Department

**DEPARTMENT OF BUSINESS MANAGEMENT  
FACULTY OF MANAGEMENT SCIENCES,  
BENUE STATE UNIVERSITY, MAKURDI.  
ACADEMIC STAFF PROFILE**

S/No	Name	Rank	Qualification	Area of Specialization	Status
1	Dr. Dennis Ayaga	Lecturer I/Ag HOD	B.Sc. (Bus. Administration) – 1990 – University of Benin MBA, (Marketing), 2005 – BSU, Makurdi Ph.D (Marketing) – 2014- UNN Enugu Campus.	Consumer Behaviour, Marketing Communication	Tenure
2	Prof. Sylvester Orsaah	Professor	B.Sc. (Hons.) Economics- 1976- ABU Zaria M.Sc, (Marketing Management) – 1980 University of Strattclued Glasgow PhD.(Management, Marketing Emphasis) 1984 University of Strathdyde, Glasgow.	Marketing Management, Marketing Research, Research Method	Tenure
3	Prof. Celestine Nwachukwu	Professor	B.A (Hons) . 1969- Howard University Washington MBA-1970 California State University Fullerton Ph.D-1972- University of California Los. Angelos, California (UCLA) LLB – 1975 – Blockstone College of Law-Chicago, Illonis	General Management, Human Resources Management, Comparative Management	Visiting
4	Prof. Titus Enuadu	Professor	B.Sc (Management) UNN 1989, MBA (Management) ESUST 1996, Ph.D (Bus. Administration ESUST, 2003	Management	Visiting
5	Prof. Fidelis Ayatse	Professor	B.Sc (Banking & Finance) - 1990- UDU Sokoto MBA - 1993 – UDU Soc Ph.D (Management) – 2011, BSU Makurdi	E-Business, Production and Operations Management, Strategic Management	Visiting
6	Dr. Andrew Egede Ehikwe	Assoc. Prof.	PGDM Bus Admin ESUST 1989, MBA (Mkt) ESUST 1991, M.Sc (Mkt) UNN 2003, Ph. D (Mkt) UNN 2010	Distribution Management, Marketing Communications, Behavioral Marketing	Visiting
7	Dr. John Agburu	Asso. Professor	B.Sc. (Hons.) – 1976 OAU- Ile- Ife MBA, (Management) – 1987-University of Benin. PhD (Management) – 2011- BSU, Makurdi	Quantitative techniques in Management and Operations Management	Tenure
8	Dr. Ezekiel Saasongu Nongo	Senior Lecturer	B.Sc. (Bus. Admin) -1991- ABU Zaria MBA, - 1999 – ABU Zaria PhD (Management) – 2011, BSU, Makurdi.	Comparative Management, Organizational Behaviour & Analysis, General Management, Research Methods.	Tenure
9	Dr. Joseph Teryima Sev	Senior Lecturer	B.Sc. (Bus. Admin) – 1991 – ABU Zaria MBA, - 1997 – ABU Zaria PhD (Management) – 2011- BSU, Makurdi.	Organizational Behaviour and Analysis, Human Resources Management, General Management, International Business Management	Tenure
10	Dr. Timothy Terseer Alabar	Senior Lecturer	B.Sc. (Bus. Admin) – 1995 – ABU Zaria MBA, - 1998 – ABU, Zaria. PhD. (Marketing) – 2011 – BSU, Makurdi	Marketing Management, Industrial Marketing	Tenure
11	Dr. Achoda Ipuale Ochugudu	Senior Lecturer	B.Sc. (Business Management) – 2001, BSU, Makurdi. MBA, (Management) – 2005- BSU, Makurdi. PhD. (Management) – 2011 – UNN – Enugu Campus	Strategic Management/Capital Market Development General Management.	Tenure
12	DR. Bernard Verr,	Senior Lecturer	B.Sc. (Accounting) – Uni Lag, 1975 MBA, (Banking & Finance) – Manchester, 1985 PhD. (Public Administration and Policy Analysis – 2005- Uni Abuja.	Public Utilities Management, Strategic Management, Public Finance	Contract
13	Dr. Joseph Jar Kur	Senior Lecturer	Bachelor of law (LLB) – Hons 1999, UniJos, Barrister of law Certificate (B.L) 2001 Master of law (LLM) – 2006- BUS, Makurdi	Business Law, Insurance Law, Petroleum Law, Company Law	Adjunct

S/No	Name	Rank	Qualification	Area of Specialization	Status
			Doctor of Philosophy (Ph.D) Law- 2012		
14	Mr. Clement Ajekwe	Senior Lecturer	B.Sc (Accounting) – 1977- ABU Zaria M.Sc (Accounting & Finance) – 1982 London ACMA – 1982 London	Cost and Management Accounting	Adjunct
15	Dr. Avanenge Faajir	Lecturer I	B.Sc (Bus, Mgt) – 2001, BSU, Makurdi MBA (Marketing) 2005, BSU, Makurdi Ph.D (Marketing) 2014 UNN	Sales Management Marketing Management Consumer Behaviour	Tenure
16	Mr. Richard Abata	Lecturer I	B.Sc. (Bus. Management) – 1998, BSU Makurdi MBA. (Accounting & Finance) – 2012, BSU,. Makurdi	Finance and Investment Analysis	Tenure
17	Dr. Asor Adyorough	Lecturer II	B.Sc (Bus. Admin), 1976 ABU, Zaria MBA Bus. Admin). 1983, UNIPort Ph.D (Marketing)), 2014, BSU, Makurdi.	Marketing Management Sales and Forecasting Economic Theory	Tenure
18	Dr Edwin. Ogaga	Lecturer II	B.Sc (Bus Admin) Florida, 1979 MBA, 1980, Texas, Ph.D (2015), BSU	Industrial and Labour Relations Business Communication	Tenure
19	Mr. Victor Utor	Lecturer II	B.Sc (Bus. Management) – 2004, BSU, Makurdi MBA (Management), 2009- BSU, Makurdi	General Management Human Resources Management	Tenure
20	Mr. Richard Agema	Lecturer II	B.Sc (Bus. Admin), 1997- ABU Zaria MBA (Marketing) 2002, BSU, Makurdi	Marketing Management, Distribution Management.	Tenure
21	Mrs. Dinnah Ngovenda Wombo	Lecturer II	B.Sc (Bus. Administration), 2008 BSU, Makurdi MBA, 2013- BSU, Makurdi	Business Mathematics Production and Operations Management Money and Banking	Tenure
22	Mr. Egena. Ode	Assistant Lecturer	B.Sc (Bus. Management), 2008, ABU Zaria M.Sc (Innovation creativity & Entrepreneurship, 2012 Newc	Marketing & Entrepreneurship	Tenure

## 1.0 PROGRAMME PHILOSOPHY AND OBJECTIVES

### 1.1 Philosophy

The education and training curriculum of the Department of Business Management aims at inculcating in our graduates the discipline, attitude and skills required to solve organisational and personal problems in the 21<sup>st</sup> century world of information and communication technology.

### 1.2 Objectives:

In conformity with the foregoing philosophy, education and training in the Department of Business Management of BSU has the following specific objectives:

- (a) To provide basic knowledge necessary for an understanding and analysis of problems related to the management of industrial, commercial, public and other human organisations.
- (b) To inculcate in the students of management the skills required for identifying and defining problems and taking appropriate decisions, using the most appropriate scientific techniques and tools.
- (c) To inculcate in the students an awareness of and sensitivity to environmental factors and realities and their impact on management practice and decision.
- (d) To develop leadership and inter personal relations skills needed for understanding and managing organisational and group dynamics.

## 2.0 ADMISSION REQUIREMENTS

### 2.1 Unified Tertiary Matriculation Examination (UTME) Applicants:

- (a) The Senior secondary School or the School Certificate/General Certificate of Education (SC/GCE) ordinary level credit passes in five subjects including English language, mathematics and economics.
- (b) Grade II Teacher's Certificate with credit/merit passes in at least five subjects including English language, mathematics and economics.
- (c) An acceptable score in the UTME as may be determined by the University from time to time.

### 2.2 Direct Entry Applicants:

Applicants must possess the following minimum qualifications:

- (a) Five credit passes in GCE (or equivalent) examination at not more than two sittings with at least two passes at the Advanced ('A') level GCE.
- (b) Five credit passes in GCE (or equivalent) at least three of which must be at the 'A' level.

#### **Note:**

In any cases of (a) and (b) above, no subject is counted at both levels of the examinations.

- (c) An acceptable Credit passes in BSU Diploma in the relevant field as may be determined by BSU from time to time plus GCE 'O' Level or equivalent in English Language, Economics and Mathematics.

### 2.3 General

- (a) Candidates must have attained the age of sixteen (16) years on or before the beginning of the academic year of entry into the University.

- (b) Candidates seeking admission into the University must first of all apply to the Joint Admission and Matriculation Board (JAMB).
- (c) Applicants offered provisional admissions in the University will be required to submit to the Academic Office for scrutiny originals of all certificates and evidence of age qualification.

### 3.0 **GRADUATION REQUIREMENTS**

#### 3.1 **Duration of Programme**

Under normal circumstances, a student should spend four (4) years to complete a Bachelor of Science (B.Sc.) programme if admitted through the Unified Tertiary Matriculation Examination. The maximum period allowed is six years for the four year degree programme as determined according to the NUC formula of 150% of the normal duration of four years. Candidates who secure admission through Direct Entry however spends minimum of three years and five years maximum period.

#### 3.2 **Award of Bachelor's Degree:**

To qualify for the award of a Bachelor's degree in Business Management, a candidate shall satisfy the following conditions:

- a. Must have been duly admitted for the degree programme.
- b. Must have been duly matriculated into the University.
- c. Must have paid all prerequisite fees.
- d. Must have passed all required General Studies (GST) courses.
- e. Must have passed all Core Courses.
- f. Must have accumulated a minimum of 144 earned credit units for the four-year programme (UTME)
- g. Must have accumulated a minimum of 108 units for the four-year programme (DE).

### 4.0 **COURSE REGISTRATION RULES**

- (a) To be accepted as a bonafide student eligible to attend lectures and take examinations the student must duly register within the appropriate period at the beginning of each semester.
- (b) Any student who fails to duly register within the specified time period will pay a specified late registration fee. This concession is for a period of two (2) weeks only.
- (c) Any change or alteration in the student's course registration form after it has been duly signed on without the consent of the coordinator of programme is unacceptable. Such a change (either by way of addition, reduction or substitution) must be carried out on specially prescribed forms and within the first four weeks of the semester.
- (d) Any student who takes examination in a course he/she has not registered for will have the result of such an examination declared null and void.

### 5.0 **EXAMINATION REGULATIONS**

#### 5.1 **The Rules:**

- (a) At least 75% attendance is required in all classes and tutorials to qualify to sit for the semester examination in any course unit.
- (b) Continuous assessment (CA) shall account for 40% of the final grade. A minimum of two (2) CA tests must be given and taken per course per semester and the graded script returned to the student in good time.

(c) Semester grades are assigned as grade point (GP) on the basis of letter grades scored as follows:

A	=	5 Points
B	=	4 Points
C	=	3 Points
D	=	2 Points
E	=	1 Points
F	=	0 Points

(d) The minimum pass mark is 40% which is equivalent to E grade and 1 point.

**Probation**

(a) Each student is required to maintain a cumulative grade point average (CGPA) of at least 1.00 in order to be in "good academic standing". A student whose CGPA falls below 1.00 at the end of second semester of study shall be placed on "probation".

**Withdrawal**

(f) A student who remains on probation for two (2) consecutive semesters shall be asked to withdraw from the programme at the end of the session.

(g) Failure in any course shall be recorded as such. If such a course is a core, the student must carry it over, re-register for it and pass it before graduation. If, on the other hand, the failed course is an elective, the student has an option to retake or abandon it.

**5.2 GRADING AND DEGREE CLASSIFICATION SYSTEM**

**Table 3: Scoring, Grading and Degree Classification system**

1	2	3	4	5	6	7
Credit Unit	Percentage Scores	Letter Grade	Grade Points	Grade Point Average (GPA)	Cumulative Grade Point Average (CGPA)	Class of Degree
Vary According to contact hours assigned to each course per week per semester and according to load carried by students	70-100	A	5	Derived by Multiplying (1) and (4) and dividing by Total Credit Units offered	4.50-5.00	First Class
	60-69	B	4		3.50-4.49	Second Class Upper Division
	50-59	C	3		2.40-3.49	Second Class Lower Division
	45-49	D	2		1.50-2.39	Third Class
	40-44	E	1		Less than 1.50	Fail
	00-39	F	0			

**6.0 Reviewed Examination Rules and Regulations.**

Any of the following shall, prima facie, constitute examination irregularity, misconduct.

**Section 1**

**6.1 Irregularity**

1(i) Irregularity shall be deemed to have occurred if the candidate sits for an examination for which he/she is not eligible, as may occur when the candidate:

- a. does not register for the approved course
- b. does not satisfy the attendance requirements of 75%
- c. has not complied with any other requirement(s) prescribed by the Senate, Faculty or Department.

**1(ii) Sanctions:** candidates whose positions are irregular as identified under this heading shall not be allowed to sit for the examination. Where the irregularity is discovered after the candidate might have sat for the examination, such paper(s) done under irregular conditions shall be nullified.

## **Section 2**

### **6.2 Misconduct**

Misconduct shall be deemed to have occurred under the following instances:

- a. Failure to observe silence. The only permissible way for attracting the attention of the invigilator is by the candidate raising of his/her hand.
- b. Smoking in the examination hall or rooms when an examination is in progress.
- c. Act(s) of insubordination or insolence to the invigilator(s).
- d. Fighting in the examination hall.
- e. Introduction of mobile phones and/or similar electronic devices into the examination hall whether switched on or off, except where the Senate of the University otherwise directs.

### **2(2) Sanctions**

All cases of Misconduct shall attract written warning issued by the Dean and copied to the registrar, except that candidates guilty of the acts shall in addition have their cases referred to the students disciplinary committee.

## **Section 3**

- 3(i) Examination Malpractice shall be deemed to have occurred under the following:
- (a) Any act of omission which contravenes any of the provision of section 3920 of the miscellaneous offences decree of 1984.
  - (b) Any unlawful attempts, acts, omissions, successful or unsuccessful, directed at obtaining pre-knowledge of examination question(s) or influencing the marking of scripts or award of marks by the University or External Examiner.
  - (c) Any attempt, successful or unsuccessful, to impersonate a candidate in any University examination. The following shall constitute impersonation:
    - i. Writing examination for a candidate
    - ii. The exchange of examination numbers or names or answer scripts/sheets.
    - iii. The intentional use of someone else's examination number
  - iv. Any act(s) of commission or omission that may negatively affect the smooth conduct of the examination
  - (d) Introduction of relevant foreign materials and cheat notes into the examination hall, whether used (copied from, consulted) or not. Relevant materials shall be taken to refer to any material that is considered to be relevant to the subject matter or course being examined irrespective of whether it is relevant to the specific examination questions of the subject matter/course or not.
  - (e) Exchange of relevant materials in the examination hall while the examination is in progress. These materials may involve any of the following:-
    - i. Question paper containing relevant jotting and materials
    - ii. Collaborated copying
    - iii. Exchange of answer scripts.
  - (f) Any unlawful attempt, whether successful or unsuccessful, to:
    - i. Remove submitted examination answer script(s) materials;



- ii. Alter, add or delete any written materials in the submitted answer script(s) after the examination;
  - iii. Replace submitted examination script(s) with extraneous one after the examination, either in part or in whole;
  - iv. Submit manuscript not written under supervision in the examination hall during or after the examination;
  - v. Destroy submitted examination scripts or materials by fire or any other method.
- (g) Theft/removal of examination scripts/materials, whether used or not.
  - (h) Consulting notes and other relevant materials outside the examination hall when such a candidate has not yet submitted his/her script(s).
  - (i) Assisting, facilitating, adding or abetting cheating.
  - (j) Leaving the examination room without permission, and later returning to continue with the examination.
  - (k) Receiving or giving irregular assistance.
  - (l) Non-submission or incomplete submission of answer scripts.
  - (m) Uncollaborated copying ("giraffing").
  - (n) Writing on question papers/scripts, instead of the examination booklets and sheets supplied by the University.
  - (o) Speaking/Conversation during examination inspite of a warning.

### 6.3 Sanctions

- i. **Expulsion:** . A candidate found guilty of any examination malpractice (a) to (i) above shall be punishable by expulsion.
- ii. **Rustication:** A candidate found guilty of any examination malpractice (j) to (k) above shall be punishable by rustication for a minimum period of one academic year. A student who is so suspended shall, upon his/her return, continue with the academic programme where he/she had stopped.
- iii. **Cancellation of Relevant Examination Paper(s)** A candidate found guilty of any examination malpractice (M) to (o) above shall be punishable by cancellation of the relevant examination paper(s). Any candidate whose paper is so cancelled shall be required to carry over the affected course(s).

### 7.0 PROCEDURE FOR REPORTING AND HANDLING CASES OF EXAMINATION IRREGULARITY AND MISCONDUCT.

Any alleged examination misconduct and irregularity shall be disposed of in accordance with the procedure herein outlined.

- i. Where the alleged offence was discovered **before** the examination, the staff or any other person who made the finding shall be required to make a report to the Head of Department who shall forward this along with his comments to the Dean of Faculty without delay. Where there are reports of leakage before the examination, the submission to the Head of Department shall include the leaked questions. Where the Head of Department confirms the leakage he may advise the Dean accordingly.
- ii. Where the alleged offence was discovered or notified **after** the examination, as when marking examination scripts, the lecturer or examiner who made the finding shall forward written report giving details of the offence, together with script(s) of the affected candidate(s) and any other relevant documents or materials to the Head of Department who shall forward same with his/her comments to the Dean without delay.

- iii. The Dean shall, on receipt of the report, memorandum, and any other relevant documents or materials, immediately refer the matter to the Vice-Chancellor for investigation. The Dean shall deliver to the Vice-Chancellor, all the relevant documents and materials relating to the matter as deposited with him.
- iv. The Vice-Chancellor shall, on receipt of the report and other supporting documents and materials, further refer the matter to the Senate Committee on Examination Regulations and Irregularities. The Committee shall carefully examine and may, if considered necessary, take oral evidence from all concerned (students, staff or outsiders).
- v. The Senate Committee shall, after fully considering the matter, recommend to the Senate for appropriate penalty if it finds a student guilty. If not, it shall recommend a discharge.
- vi. The Committee's report, decision and recommendation shall be tabled before the full meeting of the Senate as early as possible. The full Senate shall have the power to adopt, reject, modify or amend the decision and recommendation of the committee.
- vii. The Registrar shall convey in writing to a student whose guilt has been confirmed by the Senate, the offence committed together with the punishment imposed. The student shall however, have the right to appeal to the University Council within fourteen (14) days.
- viii. Where a prima facie case has not been established, the affected student(s) or staff shall be discharged except the Vice-Chancellor who may re-open the case by referring the matter to the Senate Committee on Examination Regulation and Irregularities, if he is in possession of further evidence or information or has other reason to do so.
- ix. Where a staff of the University has been found guilty of examination malpractice, misconduct or irregularity, his case shall be referred to the appropriate Staff Disciplinary Committee for appropriate penalty.
- x. Where a person who is neither a student nor a staff of the University has been found guilty of examination malpractice, misconduct or irregularity, his case shall be reported to the appropriate police authority.
- xi. All organs or committee dealing with matters relating to examination malpractice, misconduct or irregularity shall act with dispatch on such matters referred to them.

Table 4: ACADEMIC PROGRAMME FOR B.SC. BUSINESS MANAGEMENT 4 YEARS

**100 LEVEL FIRST SEMESTER- 4 YEARS**

S/N	COURSE CODE	COURSE TITLE	CREDIT UNIT	COURSE STATUS
1	BSM 101	Introduction to Business I	3	Core
2	ACC 101	Introduction to Accounting I	3	Core
3	BSM 103	Elements of Economics I	3	Core
4	BSM 105	Business Mathematics I	3	Core
5	GST 111	Communication in English	2	Core
6	GST 121	Use of Library, Study Skills and Information Communication Technology	2	Core
		<b>Total Credit Unit</b>	<b>16</b>	
	<b>Suggested Electives</b>	<b>Minimum of 2 credits to be taken</b>		
1	PSY 101	Introduction to Psychology I	2	Elective
2	SOC 101	Introduction to Sociology I	2	Elective
3	BSM 113	Money, Banking and Economy I	2	Elective
		<b>Total Credit Unit</b>	<b>18</b>	
	<b>100 LEVEL SECOND SEMESTER</b>			
1	BSM 102	Introduction to Business II	3	Core
2	ACC 102	Introduction to Accounting II	3	Core
3	BSM 104	Elements of Economics II	3	Core
4	BSM 106	Business Mathematics II	3	Core
5	BSM 108	Introduction to Finance	2	Core
6	GST 112	Logic, Philosophy & Human Existence	2	Core
		<b>Total Credit Unit</b>	<b>16</b>	
	<b>Suggested Electives</b>	<b>Minimum of 2 credits to be taken</b>		
1	PSY 102	Introduction to Psychology II	2	Elective
2	SOC 102	Introduction to Sociology II	2	Elective
3	BSM 114	Money, Banking & Economy II	2	Elective
		<b>Total Credit Unit</b>	<b>18</b>	
	<b>200 LEVEL FIRST SEMESTER</b>			
1	BSM 201	Principles and Techniques of Management I	3	Core
2	BSM 203	Business Statistics I	3	Core
3	ACC 205	Introduction to Cost and Management Accounting	3	Core
4	BSM 207	Economic Theory I	2	Core
5	BSM 209	Principles of Marketing I	3	Core
6	GST 211	History and Philosophy of Science	2	Core
7	EPS 201	Entrepreneurship Studies I	2	Core
		<b>Total Credit Unit</b>	<b>18</b>	

	<b>Suggested Electives</b>	<b>Minimum of 2 credits to be taken</b>		
1	BSM 211	Capital and Money Market Institutions	2	Elective
2	BSM 213	Business Communication	2	Elective
3	BSM 215	Fundamentals of Selling	2	Elective
		<b>Total Credit Unit</b>	<b>20</b>	
	<b>200 LEVEL SECOND SEMESTER</b>			
1	BSM 202	Principles and Techniques of Management II	3	Core
2	BSM 204	Business Statistics II	3	Core
3	BSM 206	Computer Applications in Business	3	Core
4	BSM 208	Economic Theory II	2	Core
5	BSM 210	Principles of Marketing II	3	Core
6	EPS 202	Entrepreneurship Studies II	2	Core
7	GST 222	Peace Studies & Conflict Resolution	2	Core
		<b>Total Credit Units</b>	<b>18</b>	
	<b>Suggested Electives</b>	<b>Minimum of 2 credits to be taken</b>		
1	BSM 214	Economics of Banking Operations	2	Elective
2	BSM 212	Investment Analysis	2	Elective
3	BSM 216	E Business	2	Elective
		<b>Total Credit Units</b>	<b>20</b>	

	<b>300 LEVEL FIRST SEMESTER</b>			
1	BSM 301	Organizational Behaviour and Analysis	3	Core
2	BSM 303	Business Law	3	Core
3	BSM 305	Quantitative Methods in Business	3	Core
4	BSM 307	Research Methods in Management Sciences I	3	Core
5	BSM 309	Principles of Business Finance I	3	Core
6	BSM 311	Self Management	1	Core
7	EPS 301	Entrepreneurship Vocations I	1	Core
		<b>Total Credit Units</b>	<b>17</b>	
	<b>Suggested Electives</b>	<b>Minimum of 2 credits to be taken</b>		
1	ECO 307	Development Economics	2	Elective
2	ECO 309	Public Policy	2	Elective
3	BSM 313	Physical Distribution and Transportation Management	2	Elective
		<b>Total Credit Units</b>	<b>18</b>	
	<b>300 LEVEL SECOND SEMESTER</b>			
1	BSM 302	Comparative Management	3	Core
2	BSM 304	Production Management	2	Core
3	BSM 306	Elements of Government	3	Core
4	BSM 308	Research Methods in Management Sciences II	3	Core

5	BSM 310	Principles of Business Finance II	2	Core
6	BSM 312	Industrial and Labour Relations	2	Core
7	EPS 302	Entrepreneurship Vocation II	1	Core
		<b>Total Credit Units</b>	<b>16</b>	
	<b>Suggested Electives</b>	<b>Minimum of 2 credits to be taken</b>		
1	BSM 322	Structure of the Nigerian Economy	2	Elective
2	BSM 314	Consumer Behaviour	2	Elective
3	BSM 324	Marketing Operations	2	Elective
		<b>Total Credit Units</b>	<b>17</b>	
	<b>400 LEVEL FIRST SEMESTER</b>			
1	BSM 401	Advanced Management Theory	3	Core
2	BSM 403	Management Information System	3	Core
3	BSM 407	Financial Management	3	Core
4	BSM 409	Business Policy I	3	Core
5	BSM 411	Human Resource Management	3	Core
6	BSM 415	Undergraduate Management Aptitude Studies (UMAS) I	1	Core
		<b>Total Credit Units</b>	<b>16</b>	
	<b>Suggested Electives</b>	<b>Minimum of 2 credits to be taken</b>		
1	BSM 413	Industrial Marketing	2	Elective
2	BSM 405	Marketing Management	2	Elective
3	BSM 417	Marketing of Services & Society	2	Elective
			<b>18</b>	
	<b>400 LEVEL SECOND SEMESTER</b>			
1	BSM 402	International Business	3	Core
2	BSM 406	Analysis for Business Decision	3	Core
3	BSM 408	Research Project	6	Core
4	BSM 410	Business Policy II	3	Core
		<b>Total Credit Units</b>	<b>16</b>	Core
	<b>Suggested Electives</b>	<b>Minimum of 2 credits to be taken</b>		
1	BSM 424	Business and Society	2	Elective
2	BSM 414	International Marketing	2	Elective
5	BSM 416	e-Marketing	1	Core
		<b>Total Credit Units</b>	<b>18</b>	

**Table 5: COURSE CONTENTS**  
TOTAL UNITS FOR FOUR YEARS

LEVEL	CORE COURSES			ELECTIVES			GRAND TOTAL
	SEMESTER			SEMESTER			
	1ST	2 <sup>ND</sup>	TOTAL	1 <sup>ST</sup>	2ND	TOTAL	
100	16	16	32	2	2	4	36
200	18	18	36	2	2	4	40
300	17	16	33	2	2	4	37
400	16	16	32	2	2	4	36
<b>TOTAL</b>	<b>65</b>	<b>67</b>	<b>133</b>	<b>8</b>	<b>8</b>	<b>16</b>	<b>149</b>

**Minimum credit units for graduation:**

a) **UTME Students (four years)**  
 Core Courses ..... 128 units  
 Electives..... 16 units  
**Total                    144 units**

b) **Direct Entry (Three years)**  
 Core courses.....90 units  
 Electives.....18 units  
**Total                    108units**

**100 LEVEL**

**BSM 101                    Introduction to Business I (3 units)**

The objective of this course is to provide is students with a basic background in business necessary for the proper understanding of the structure and operations of business within organizational framework. The course will therefore include the following: the scope of business, the character of business from social, legal and economic perspectives. Forms of ownership, organization and management. Marketing, production, finance and accounting functions. Government and business. The social responsibility of business. International business. Problems of Nigerian business enterprises.

**BSM 102                    Introduction to Business II (3 units)**

The course seeks to introduce students to the functional areas of Business, their importance and relationship. The production, the marketing, the personnel and management and the finance function.

The Production Function: Production process in the manufacturing and service industries. Principles of efficient production, materials management and quality control.

The Marketing Function: The need for and functions of marketing, the various types of markets, planning for product development. Distribution systems and channels, utility of time, place and form. The importance of pricing and promotion of the marketing function.

The Finance and Accounting Function: Money in its various forms. Determining

financial needs of business, Importance of finance, financial structure, role of accounting.

Personnel and Management Function: The role of personnel, management and labour relations. Human behaviour in organizations. Problems of sub optimization, goal congruence in business.

- ACC 101      Introduction to Accounting I (3 units)**  
Definition, nature and scope of accounting in human society; The role of accountants; The accounting function and its relationship with information system of organizations; Accounting procedure and systems; Brief history of accounting; Introduction to double entry book keeping systems; The trial balance, accrual, prepayment and adjustments; Accounting concepts and conventions; Books of accounts (day books, journal etc); Manufacturing, trading and profit and loss accounts and balance sheets of sole; traders; Methods of keeping of accounting records (manual and electronic).
- ACC 102      Introduction to Accounting II (3 units)**  
Distinction between capital and revenue expenditure and income; The concept of depreciation (methods and application); Incomplete records and single entry book keeping; Correction of errors; Accounting of non-trading organizations; Control accounts and bank reconciliation statements; Introduction to cost and management accounting; Introduction to auditing and taxation; Introduction to public and business finance.
- BSM 103      Elements of Economics I (3 units)**  
Elements of price theory, function and the derivation of individual market demand curves for a commodity; supply function and the derivation of individual and market supply curves; interactions of supply and demand and the idea of equilibrium under competition, price control; change and adjustment under a pricing system. Elasticity of demand and supply. Cobweb theory; utility analysis; production function and the law of variable proportions; cost curves in short-run and long run. Theory of the firm: competition, monopoly and oligopoly.
- BSM 104      Elements of Economics II (3 units)**  
The concept of national income. The circular flow of income. National income accounting; aggregate economic variables and determination of level of economic activity. The components of national income like consumption, investment and government. The classic and Keynesian systems. Paradox of thrift. Simple model national income determination.
- BSM 105      Business Mathematics I (3 units)**  
Role of maths in business. Mathematical concepts in business; set theory, factors and exponents, functions, progressions. Coordinate geometry, inequalities, absolute values. Complex numbers; introduction to differentiation and integration equation; differential equations; factors and factor addition; derivations, limits and continuity.
- BSM 106      Business Mathematics II (3 units)**  
Introduction and limits to differential calculus; First principles of derivative, general rules of differentiation; Differential, higher order derivative and applications of derivative; Maxima-minima functions; Indefinite and definite integration and applications; Multiple, special, numerical (approximate) methods of integration; Lagrange' multiplier.

- BSM 113 Money, Banking and Economy (2 units)**  
Nature, forms and functions of money; banking concepts; principles and functions of different banking institutions, money creation; the banks and capital markets, money and economic activity, trade and finance.
- BSM 114 Money, Banking and Economy (2 units)**  
General relationship between banker and customer. Types of accounts. Special relationships (e.g. mandates and power of attorney, appropriation of payments, set-off, confidentiality bankers opinion, indemnities. Banking operations. Principles of good lending. Preparation, interpretations and criticism of financial statements such as balance sheet, income statements, cash and fund flow forecast for lending purposes.
- PSY 101 Introduction to Psychology I (2 units)**  
Definition and goals; Fields of Psychology – experimental, clinical counseling, industrial/organizational, Forensic psychology, psychological basis or behaviour, sensory processes, perception, memory, consciousness, attention, learning thinking and language, psychology of human development, intelligence, motivation and emotions.
- PSY 102 Introduction to Psychology II (2 units)**  
Introduction: Personality Theory and Personality assessment, psychopathology, social psychology. Survey of topics, theories and research results in contemporary psychology. Psychology and other disciplines. Current issues in modern psychology.
- GST 111 Communication in English (2units)**  
Effective communication and writing in English, language skills, writing of essay answers, comprehension, sentence construction. Outlines and Paragraph. Collection and organization of materials and logical presentation, punctuation (2 Units)
- GST 112 Logic, Philosophy and Human Existence (2 Units)**  
A brief survey of the main branches of philosophy symbolic logic special symbols in symbolic logic conjunction, negation, affirmation, disjunction, equivalent and conditional statements law of tort. The method of deduction using rules of inference and bi-conditionals qualification theory. Types of discourse, Nature of arguments, validity and soundness; techniques for evaluating arguments. Distinction between inductive and deductive inferences, etc. (Illustrations will be taken from familiar texts, including literature materials, novels, law reports and newspaper publications).
- GST 121 Units) Use of Library, Study Skills and Information Communication Technology (2 Units)**  
Brief history of libraries, library and education,. University libraries and other types of libraries, study k skills (reference services, types of library materials, using library resources including e-learning, e-materials, etc,. Understanding library catalogues (card, OPAC, etc) and classification, copyright and its implications. Database resources, Bibliographic citations and referencing. Development of modern ICT. Hardware technology, software technology, input devices, storate devices, output devices communication and internet services, world proc essing skills (typing etc).

## 200 LEVEL

- BSM 201 Principles and Techniques of Management I (3 units)**  
Basic concept of management; management principles, functions of the manager. Centralization and decentralization of authority: delegation span of management, departmentation. Planning and control, staffing and directing i.e. selection of manpower and appraisal.



- BSM 202 Principles and Techniques of Management II (3 units)**  
 Management development. Nature of directing, motivation, leadership, controlling: the control process, control technique, recent developments in the control process. The challenges of indigenization, transferability of management.
- ACC 205 Introduction to Cost and Management Accounting I (3 units)**  
 Nature, Scope and Functions of Cost and Management Accounting. The principles underlying the preparation and presentation of Cost Account for various types of Business.  
 The Different meaning of 'Cost': Historical Costs, Standard Cost, Marginal Cost, Average Cost, etc. Cost Unit and Cost Centres. The Elements of Cost and Classification of Costs. Cost Accounting for Materials, Labour, Over-heads and Equipment: Job and Process of Cost Accounting, Elements of Marginal Costing, Standard Costing and Budgetary Control. Double Entry Accounts for Cost Control. Nature and Uses of Accounting Ratio. Elementary Break-even Analysis, Current Problems and Issues in cost and management accounting..
- BSM 211 Capital and Money Market Institutions (2 units)**  
 The nature and function of the financial market. The nature and functions of the money market. Structures of interest rate and the role of government and regulator of money market. Money market instruments and institutions, London money market. Nigerian money market. The role of financial intermediaries and the central bank of Nigeria in the money supply process.
- GST 211 History and Philosophy of Science (2 Units)**  
 Man – his origin and nature, Man and his cosmic environment, Scientific methodology, Science and technology in the society and service` of man, Renewable and non-renewable resources – man and his energy resources.
- GST 222: Peace Studies and Conflict Resolution ( 2 unit)**  
 Basic concepts in peace studies and conflict resolution, peace as vehicle of unity and development, conflict issues,. Types of conflicts, e.g. Ethnic/religious/political/economic conflicts. Root causes of conflicts and violence in Africa, Indigene/settler phenomenon, peace-building, Management of conflict and security. Elements of peace studies and conflict resolution, developing a culture of peace, peace mediation and peace-keeping. Alternative Dispute Resolution (ADR).  
 Dialogue/arbitration in conflict, Role of international organizations in conflict resolution, e.g. ECOWAS, African Union, United Nations, etc.
- EPS 201 Introduction to Entrepreneurial Skills I (2 Units)**  
 Introduction to Entrepreneurship and new venture creation; Entrepreneurship in theory and practice; The opportunity, Forms of business, Staffing, Marketing and the new venture; Determining capital requirements, Raising Feasibility studies; Innovation; Legal Issues;. Instance and environmental considerations. Possible business opportunities in Nigeria.
- EPS 202 Introduction to Entrepreneurial Skills II (2 Units)**  
 Introduction to Entrepreneurship and new venture creation; Entrepreneurship in theory and practice; The opportunity, Forms of business, Staffing, Marketing and the new venture; Determining capital requirements, Raising Feasibility studies; Innovation; Legal Issues;. Instance and environmental considerations. Possible business opportunities in Nigeria.

- BSM 203 Business Statistics I (3 units)**  
 The main objectives of this course are:
- to enable the students to have a firm and proper understanding of the nature and scope of business statistics.
  - to help the student to validly appreciate the fundamental or basic activities and processes involved in business statistics including those of selection, collection and organization of basic facts into meaningful data as well as those of summarizing, presentation and analysis of data into useful information.
  - to enable the students to understand the fundamental differences in the notion of statistical variables such as those of discrete variables and continuous variables against the background of a the background of a sound knowledge of the measures of central tendencies and measures of variability (dispersion).
- Nature of statistics, statistical inquiries, forms and design; The role of statistics; Basic concepts in statistics; Discrete and continuous variables; Functional relationships; Sources of data; Methods of collecting primary data; Presentation of statistical data; Measures of central tendency; Measures of dispersion, movements, Skewness and Kurtosis; Elementary probability distribution, Normal, Binomial, Poisson and Hyper geometric.
- BSM 204 Business Statistics II (3 units)**  
 Elementary sampling theory; Estimation theory; Statistical decision theory; Tests of hypotheses for small and large samples; Chi-square distribution and test of goodness of fit; Linear regression; Correlation theory; Index numbers; Time series analysis; Analysis of variances (ANOVA)
- BSM 206 Application of Computer in Business**  
 Introduction to Basic programming. Data Types: Constant and Variables. Statement Types; assignment statements, Input – output statements, control statements.  
 Application of Computer in Business
- BSM 207 Economic Theory I (2 units)**  
 An overview of efficient allocation of resources in a market economy. Theory of employment and distribution in perfectly and imperfectly competitive markets. Pricing factors of production: the classical theory of factor prices and the idea of marginal productivity. The theory of comparative costs. Marxist theory of factor price. Equilibrium analysis: static vs dynamic; stable vs unstable, partial equilibrium analysis. The theory of consumer behaviour. Universality of the law of demand. Theory of production and costs. Perfect competition, monopoly and imperfect competition. General equilibrium and welfare economics.
- BSM 208 Economic Theory II (2 units)**  
 Application of circular flow of income. Concept of deficit financing as an instrument of economic growth. Business/trade cycles. International monetary system. Concepts of economic growth and economic development. Poverty. The tools and instruments of macro-economic policy and their relevance to the Nigerian economy. Aggregates demand and supply. The multipliers. Banks and the supply of money. The money market. The commodity market and the ISLM framework. Fiscal and monetary policy. Keynesian versus monetarists. Unemployment and inflation. The foreign sector and the international monetary system.

**BSM 209 Principles of Marketing I (3 units)**

1. The foundations of Marketing
  - a. Marketing defined
  - b. The evolution of marketing
  - c. Marketing Strategy and elements of the marketing mix
  - d. Marketing in the future
  - e. Role, importance and criticisms.
2. The Marketing System.
3. Functions of marketing:
  - a. merchandising activities,
  - b. physical distribution and
  - c. Supporting activities.
4. Approaches to the study of marketing Analysis
5. Environmental forces and marketing ethics
  - a. Analysis of marketing environment
  - b. Elements of the marketing environment
  - c. Ethics and social responsibility in the marketing environment
6. Product concept, Development and Life Cycle
  - a. What is a product?
  - b. Product classification and marketing strategies
  - c. Elements of a product
  - d. Special product issues
  - e. Managing the product mix
  - f. Developing new products
  - g. Predicting new product success
  - h. Concept development and product life cycle
7. Strategic marketing planning and forecasting
  - a. Strategic planning concepts
  - b. The strategic marketing planning process
  - c. Sales forecasting
  - d. Components of a marketing plan
8. Marketing research and analysis
  - a. The role of marketing information
  - b. The marketing research process
  - c. Researching in international markets
  - d. The ethics of marketing research

**BSM 210 Principles of Marketing II (3units)**

1. The Marketing Mix:
  - a. Traditional marketing mix: product, pricing (pricing strategy, the role of price in the marketing mix, overview of pricing process, price strategy), place (distribution) and promotion.
  - b. Enhanced marketing mix: physical evidence, people and process.
2. Segmentation, targeting and positioning
  - a. Identifying market segments
  - b. Selecting market segments
  - c. Positioning
  - d. Repositioning
3. Markets: consumer market
  - i. The consumer market
    - c. Consumer behaviour and the marketing mix
    - d. Consumer decision making
    - e. Influences on consumer decisions
  - ii. Industrial market buying motives and buying habits.

- 4 Service and non-profit marketing
  - f. Defining service marketing
  - g. Understanding the market for services
  - h. Planning strategy and tactics for service markets
  - i. Defining non-profit marketing
- 5 Quality and customer service
  - j. The new meaning of quality and customer service
  - k. Quality and customer service in the marketing mix
  - l. The marketing department's contribution to product quality
  - m. A plan for customer service

**BSM 213 Business Communication (2 units)**

Introduction:

How and why people communicate and the barriers to effective communication; Routes of communication; Non-verbal communication and role of perception, attitude, congeniality and credibility and expectation; The importance of reading and listening skills; The process of planning business messages, developing an audience profile and selection of channel of communications.

Written Communication:

Types of communication – advantages and disadvantages; Formats for memos, briefs, letters, reports, direct mail, adverts, press releases, job description.

Oral Communication:

The importance of verbal skills, questioning styles and persuasive languages; Effective use of the telephone.

Meetings, Discussions and Interviews:

The importance of meetings and interviews; Types of meetings and interviews – structure and procedures; Participants, terminology and necessary documentation.

Visual Communications:

Planning and designing visual aids; The role of logo, letter heads and images in marketing; The value, impact and perception of colour, shapes and styles.

Statistical Information:

Presentation and effective interpretation of facts, figures, and findings – the use of tables, charts and diagrams.

Information Technology for Business Communication:

IT and electronic office equipment systems; The importance of desktop computing, electronic networks and fax telex and view data systems; Documents and data processing; IT and telephone communication.

**BSM 216 E-Business (Electronic Business (2 Unit)**

What is e-Business/e-Commerce

E-business infrastructure

E-Environment

E-business strategies

Supply Chain Management

E-procurement

E-Marketing

This course explores how the internet has revolutionized the buying and selling of

goods and services in the marketplace. Topics include internet business models, electronic commerce infrastructure, designing on-line storefronts, payment acceptance and security issues and the legal and ethical challenges of electronic commerce. Students will also gain hands on experience in creating a web site using an HTML authoring tool.

**BSM 215      Fundamentals of Selling (2 credits)**

The objectives of this course are:

- To enable students understand sales activities and to appreciate its changing role in an organization'
  - To enable students understand the relationship between sales and other areas of business, and activities and roles of sales person,
  - To enable them understand the skills needed to be a successful sales person and the fundamental process to selling.
1. The Role of Sales Force
    - The image of Selling
    - Evolving Orientations of Organizations, the Development of Marketing Concept and its impact on sales function
  2. The Characteristics of Sales People
    - Variety of selling activities
    - Characteristics and competence required for effective sales person
    - Reviewing personal sales competence and identity
  3. Introducing the Sales Process
    - Importance of planning and the role of telesales
    - Prospecting and generating selling opportunities using available data
    - Qualification of inquiries and turning prospects into leads
    - Finding out about the potential customer
    - Checking out product and competitor's knowledge
    - Planning the sales meeting
    - Need and problem identification – the importance of listening and questioning
    - The sales presentation
    - Basic negotiation techniques
    - Identity and dealing with objections
    - Closing of sale-selecting appropriate techniques
    - The follow-up to ensure customer satisfaction.
  4. Sales Planning and Reporting
    - Role of the sales manager as planner and controller of the personnel
    - Types and format for providing sales and market feedback to the organization
    - Techniques for planning and controlling the sales persons effort.

**BSM 214      Economics of Banking Operations (2 units)**

The structure and functions of financial system and markets. General outline of financial institutions market and their roles; competition between banks and other financial institutions. The theory of banking firm, nature of banking inputs and outputs, supply and demand for banking services, costs of banking operations; pricing banking services, credit availability and credit rationing; economics scale in banking operations; performance in banking; unit and branch banking; bank mergers and automation in banking.

## **300 LEVEL**

### **BSM 301 Organisational Behaviour and Analysis (3 units)**

Concept of behaviour, organization, managers, administrator and performance. Individual behavioural processes such as personal. Systems, self concept, development, interaction styles, group behavioural processes such as in informal structures, norm of work and lay, status based rewards and punishments, leadership, task distribution and performance appraisal. Theories of organizational behaviour and relevance to Nigeria. Behavioural model: building.

Exercise in simple models of behaviour observable in Nigerian organizations. Making changes in individual and groups. Theories of behavioural changes. Making resistance to planned changes. Behaviour modification. Formal work systems. The limitations of policies, laws, regulations and the general rules of civil service procedures in controlling human behaviour. Applications of concepts to Nigeria. Designing effective organization in Nigeria. Empirical-data on supervisory, managerial and employee behaviour in Nigeria.

### **BSM 302 Comparative Management (3 units)**

The main objective of the course is to expose students to management and administration in different contexts, cultures and environment. Topics covered include the following:

The concept and techniques of management in the private and public sector; The civil servant, and the manager as interchangeable experts and change-agents; Introduction and management of change in the private and public sector; Theories and problems of comparative management and administration across culture; values, cultures, politics, economics, and other environmental factors that affect management of private and public organizations; constraints imposed on management discretion in the management of public organizations; constraints of organizational setting on the management of group activities; Organizational behaviour and human resources management across culture; Management of public-private partnership projects in the developed and developing nations; The use of management consultants and contracts; Theories of motivation and motivation of human resources across cultures for performance in the private and public sectors.

### **BSM 303 Business Law (3 units)**

- Introduction to general principles of law (e.g. sources of Nigeria Law: Customary, Islamic, English, cases, status and subsidiary legislation);
- Judicial systems in Nigeria (e.g. various types, organization and functions of courts in Nigeria and the role of the lawyer);
- Classification of law (e.g. difference between civil and criminal, contracts, torts and trusts);
- Outline of tortious liability (e.g. formation, form, consideration, capacity, vitiating elements, terms, conditions, and warranties, privities, remedies, rescission damages, etc);
- Special contracts (e.g. surety ship and guarantee: nature, form etc discharge and revocation, money-lending, carriage of goods).
- Sale of goods (e.g. definition, passing of title and risk, duties of seller, duties of buyer, remedies);
- Hire purchase ( e.g. nature, role of hirer, implied terms at common law and under Hire Purchase Act 1965, duties of hirer, remedies);
- Agency (e.g. relation between principal and third party, undisclosed principal, actual, usual and apparent authority of agent, rights and duties of agent vis-à-vis third party rights and duties of agent vis-à-vis principal Partnership law (e.g. nature and types of partnership, partnership deed, interrelationships between partners and their parties, dissolution, etc);
- Company law (e.g. nature and types of companies, formation of companies, memorandum and

articles of association, prospectus, capital-shares and debentures, members meeting and resolution, directors, secretary, auditors, statutory books, profits available for distribution, holding and subsidiary companies, powers and duties of liquidators. Provisions of Companies and Allied Matters Decree (CAMD) 1990 and related amendments).

- Insurance law and practice (e.g. Insurance Act as amended to date);
- Banking Law (e.g. The Banking Act as amended to date);
- Executorships Law (e.g. wills and letters of administration);
- Trusteeship Law (e.g. general provisions relating to appointment, duties, obligations, accounts and termination of trusts).

**BSM 304      Production Methods (3 units)**

This course is designed based on the concept that managers are decision makers and that the ability to make better managerial decision can be learned. The production management that will be taught in this course embraces industrial and service industries and non-profit activities as well e.g. industrial plants, hospitals, airlines and government agencies. All these activities face systems design, resource allocation, work scheduling, inventory and quality control problems:

Course outline: Introduction – production management concepts; forecasting future demand; facilities layout; inventory control; linear programming; critical path scheduling; quality control; safety.

**BSM 305      Quantitative Methods in Business I (3 units)**

Mathematical programming; Linear programming; Transportation algorithm; Assignment problems; Simulation techniques; Investment appraisal. Analysis of variance (ANOVA) queuing (waiting line) theory CPM, PERT, Decision theory.

Game theory, market chains, quantitative theory, network analysis, inventory control systems, replacement. Decision theory: deterministic decision model (decision trees, expected monetary value etc.); stochastic decision model; competitive decision mode.

**MKT 306      Consumer Behaviour (2 units)**

This course is meant to help students develop understanding of consumer theory concepts, interrelationships and decision processes. The consumer theory helps in the understanding of the consumer and their various behavioural patterns in the market place. The concept interrelationship provides the department and substance to the total entity call a consumer and why he behaves the way he does in relation to purchases decisions. The analysis of decision process further aids the students to appreciate the functioning of consumer in practical situations.

The course covers: introduction; purchase decisions; group influences in the context of consumer behaviour; the nature and influence of individual; attitude change and persuasive communication; nature of communication; attitude to change; decision processes; consumerism.

**BSM 306      Elements of Government (3 Units)**

Nature of Politics; Society and Social Organization; The State, The problem of Law; Constitution and Constitutionalism; Political Ideology, The Classical Heritage, Plato, Aristotle; Stoicism and Pax Romanica; Revolt, Towards the Mass Man, Organs of Government (National Governmental Institutions); Public Administration; Political Parties and Pressure Groups; Public Opinion and Propaganda; Elections; International Order.

**BSM 311      Self Management (2 Units)**

The issues of Importance here includes:

- Emotional intelligence
- Self-awareness (preference and values)
- Prioritization and time management

- Stress management
- Self-development and self-motivation
- Communication issues
- Goal-setting

**EPS 301 Entrepreneurship Vocation I (1 Unit)**

Some of the ventures to be focused upon include the following:

1. Soap/detergent, tooth brushes and tooth paste making
2. Photography
3. Brick, nails, screws making
4. Dyeing/textile blocks paste making
5. Rope making
6. Plumbing
7. Vulcanizing
8. Brewing
9. Glassware production/ceramic production
10. Paper production
11. Water treatment/conditioning/packaging
12. Food processing/packaging/preservation
13. Metal working/Fabrication – Steel and aluminum door and windows
14. Training industry
15. Vegetable oil/and salt extractions
16. Fisheries/Aquaculture
17. Refrigeration/Air-conditioning
18. Plastic making

**EPS 302 Entrepreneurship Vocation II (1 Unit)**

Some of the ventures to focus upon include:

1. Farming (crop)
2. Domestic electrical wiring
3. Radio/TV repairs
4. Carving
5. Weaving
6. Brick laying/making
7. Bakery
8. Iron welding
9. Building drawing
10. Carpentry
11. Leather tanning
12. Interior decoration
13. Printing
14. Animal husbandry (poultry, piggery, goat etc.)
15. Metal craft – blacksmith, tinsmith etc
16. Sanitary wares
17. Vehicle maintenance
18. Bookkeeping.

**BSM 307 Research Methods in Management Sciences I (3 units)**

- Introduction (nature and significance of research in human advancement, nature of scientific approach to research);
- Planning research studies;
- Formulation and testing of hypothesis;
- Research designs, methods and management;
- Data collection techniques;
- Statistical techniques, data processing and analysis;



- The technicality of research report writing.

**BSM 308 Research Methods in Management Sciences II (3 units)**

Skills of scientific investigation; information gathering analysis and interpretation in dealing with business and organizational behaviour problems in Nigeria; the art of problem identification and analysis, data gathering, analysis and report writing, introduction to Statistical Package for Social Sciences (SPSS), the problems and prospects of business research in a seller market like Nigeria.

**BSM 309 Principles of Business Finance I (3 units)**

Objectives of the firm; Nature, scope and functions of finance; Sources of corporate capital; Investment decisions of firms under conditions of certain and uncertainty; problems mutually exclusive projects; Capital rationing and inflation; Cost of capital as a decision criterion; Effects of leverage on the value of the firm and cost of capital; Capital structure decision and its relevance to dividend decision for the firm; Mathematics of finance.

**BSM 310 Principles of Business Finance II (3 units)**

Concept of capital market efficiency and pricing of capital assets; Financial decisions of the firm, sources of finance and raising of new finance for business enterprise; Working capital management; Lease financing; Mergers and acquisitions; Techniques of financial planning and control; interpretation and analysis of financial statement; Problems relating to financing of unincorporated business, small scale business and agricultural financing in Nigeria.

**BSM 322 Structure of Nigerian Economy (2 units)**

Profile of the Nigerian economy, growth of income, employment, wages, and prices; agricultural and industrial productions. Monetary system and policy; trade and capital formation economic development and social change. Nigerian petroleum industry. The politics of steel industry. The operation feed the nation. The economy of agriculture. National and international organizations. ECOWAS, OPRC, IMF, World Bank; Colonialism and economic imperialism. Nigerian corporations – railway corporation, NEPA, Nigerian Airways, economies of housing, international trade and trade bilateralism. Indigenization decree review approach. The cooperative – aims and objectives, land tenure system and impact on national agricultural development, SAP.

**MKT 307 Principles of Purchasing and Supply (2 units)**

The role and importance of purchasing in different organizations; the evolution types and structure of purchasing duties and responsibility of purchasing managers; the initiation of purchase; the purchasing activities; the import and export aspects in purchasing; the basic documents used in purchasing; the organization and use of purchasing manual; professional buying behaviour; buying methods and relevant techniques; the control of stock, physical aspects of storage, specifications and quality assurance; pricing and payment negotiations; management of supply function, supply markets and sourcing; types of orders and contracts, expediting; the organization of the purchasing department.

**BSM 312 Industrial and Labour Relations (2 units)**

The concepts of industrial relations, trade unions characteristics; industrial relations law in Nigeria; types of unions, internal structures and governments of unions; trade unions federation; central labour organization and international affiliations, union solidarity and check off systems; collective bargaining, industrial disputes; disputes settlement; joint consultations; the state and industrial relations; comparative industrial relations.

**MKT 315****Distribution Management (2 units)**

The objective of this course is to:

- Analyse marketing distribution systems with particular reference to the Nigerian environment; and
- Apply the acquired knowledge and skills to facilitate viable and visible distribution networks.

Introduction

- Definitions and scope

Development and Structure of Distribution Channels in Nigeria

- Criteria for choice of channels
- Recent development in channels systems; and
- Criteria for choice of channels

Channel Management

- Types of middlemen in the economy, retailers, distributors, wholesalers, attaches brokers, agent e.g. manufacturer's representatives, their functions and franchise distribution; and
- Selection and management of middlemen, motivation schemes for middlemen, conflict and cooperation in channels, the concept of channels captain etc.

Physical Distribution System

- Inventory management, elements of inventory carrying cost, inventory management methods. Economic Order Quality (EOQ) concepts, pareto curve etc.
- Inventory policies, order cycle, reorder point safety stock;
- Transportation, mode of transportation in Nigeria, their characteristics and availability, cost elements in transportation, tariff structures traffic management etc. and
- Warehousing, location, distribution concepts, materials handling systems etc.

Total Distribution Cost Concept

- Minimizing total distribution costs.

**BSM 324****Marketing Operations (2 units)**

The objectives of this course are:

- to enable students to have proper understanding of the process of marketing operations - analysis, planning, implementation and control
- to enable students to be armed with details of marketing operations and to adopt and apply them in job situation.
- To encourage students to test and apply modern marketing theory, as well as the understanding and solution of practical marketing problem.

Analysis of Marketing Operation

- What marketing opportunities are
- Analysis of organization's internal capabilities and marketing environment
- Segmenting markets, targeting and positioning

The Marketing Planning Process

- Definition of marketing planning process
- Relationship to corporate planning
- Carrying out a marketing audit
- Developing marketing objectives and strategies

- Constraints on marketing decisions
- Marketing Organization
- Marketing in the organization structure and ways of organizing marketing activities
  - The role of marketing personnel
  - Marketing control evaluation
- Managing Outside Resources
- Types of outside resources
  - Competitive tendering selection
  - Briefing and working with outside suppliers
  - Control and review of external suppliers
- Selection Marketing Applications
- Industrial/business to business marketing applications
  - Services marketing
  - Charity and not for profit marketing
  - International marketing
- Legal, Ethics and Wider Issues
- The importance of marketing ethics and social responsibilities
  - Wider issues

#### **400 LEVEL**

- BSM 401      **Advanced Management Theory (3 units)****  
 Overview of system approach and methodology, data processing systems designs; MIS, human factors; man-machine systems, design method, training, cybernetics, concept of feed back and control system; cybernetics and organisations cyber filter
- BSM 402      **International Business (3 units)****  
 Meaning and commercial terms of international business. Mechanics of international business organization for foreign production, marketing, financing, foreign markets, resources institutions, risks inherent in international business. Methods of setting international business. Finance of international business; functions of official and non-financial bodies in Nigeria that assist in international business, managerial problems arising out of government relations.
- BSM 403      **Management Information System (3 units)****  
 Introduction to and fundamentals of data processing. Processing methods. Classification of systems and their relative merits. Closed loop and open loop systems. The total system approach and objectives. Data processing and MIS. The organisation of MIS including the use of mechanical and electronic accounting machines, flow charting and principles of systems design and documentation. Computer and data processing. Introduction to computer programming languages used in business. Electronic data processing methods. Business systems hierarchical structure of organisations.
- BSM 404      **Entrepreneurship Development and Small Business Management (2 Units)****  
 Entrepreneurial theories, Interpersonal and personal characters and behavioural traits of entrepreneurs. Conversion of ideas into business. Validation of ideas – concept of marketing analysis Basic resources needed for business. Raising finance for small business. Management of working capital. Students are expected to prepare a feasibility report for the establishment of a particular business venture. This will form 50% of the total exam scores.

- BSM 407      Financial Management (3 units)**  
 Cost of capital; Theory of capital structure; Short and long term financial forecasting of total capital requirements; Valuation of the firm; Mergers and acquisitions; Capital market institutions and their functions – primary and secondary capital markets; Dividend policy; Capital rationing; Portfolio management – Efficient Market Hypothesis; Capital asset pricing model (CAPM); Letter of credit and foreign exchange markets (FEM); Business failures and capital reconstructions; Procedure and financial aspects of mergers and acquisitions.
- BSM 406      Research Project (6 units)**  
 Developing Students skills in analysing and writing reports based on an empirical or library study of a specific subject matter or topic on relevant administration and management studies. Students should present a research based report of not less than 2,000 words at the end of the session.
- BSM 409      Business Policy I (3 units)**  
 The nature and importance of corporate strategy, and strategic planning: the company and its purpose, corporate planning and strategy; Strategic management evolution, model, decisions elements, strategic planning, planning tasks, and resource allocation process, managerial decision making. Environmental study and analysis, technological forecasting, socio political forecasting, industry environmental, and internal analysis, managerial and organizational styles; classical diagnosis. Internal audit and external assessment; choice of strategic options and strategic culture.
- BSM 408      Research Project (6 units)**  
 Developing students skills in analysing and writing reports based on an empirical or library study of a specific subject matter or topic on relevant administration, and management studies. Students should present a research based report of not less than 2,000 words at the end of the session
- BSM 411      Human Resource Management (3 units)**  
 Supply and demand characteristics of labour by type; organization of the personnel functions; manpower; planning; motivation; leadership styles, training and development, performance appraisal, disciplinary procedures, employee welfare.
- MKT 401      Marketing Management (2 units)**  
 Course outline: Competitive marketing strategy. Product life-cycle and New development strategies. Planning the marketing programme. Product decisions, price decisions, communication - promotion decision distribution decision. Marketing and social responsibility. Consumer behaviour. Sales force management: Recruitment and selection, Training and Development. Assigning force to territories. Compensation and motivation evaluating and supervising the sales force. Controlling the sales effort.
- BSM 415      Undergraduate Management Aptitude Studies I (1 unit)**  
 The main objectives of the course are to expose the students to the basics of GMAT and to prepare them for similar international examinations.
- Course outlines: The basic principles of GMAT; Reading comprehension; Sentence correction; Critical reasoning
- BSU 410:      Undergraduate Management Aptitude Studies (1 Unit)**  
 Problem Solving; Data Sufficiency; Analytical writing assessment ;  
 Mathematical Review
- MKT 413      Industrial Marketing (2 units)**  
 Principles and strategies of marketing industrial products, wholesale marketing, the use of

agents, and market segmentation. Planning for optimum sales and effective product scheduling, product policy and quality.

**BSM 407**

**Business and Society (2 units)**

The nature, meaning and scope of business responsibilities to society. The business mains responsibilities and obligations to contemporary society. The evolution and contemporary status of business relative to changing dynamics forces: Social, political, legal, economic. Principles and problem solving techniques as related to major societal problems confronting business organisations.

**BSM 417**

**Marketing of Services (2 unit)**

This course considers the application of marketing concept and techniques to the design and control of service delivery systems as opposed to physical products. The course covers an in-depth analysis of some services organisations such as banking; tourism and hospitality; insurance; transportation and health care. Topics covered include: Understanding the nature of service as a product; managerial problems of designing, producing, and delivering services as opposed to physical products; application of marketing concept and techniques in the service sector, service and economic development.

**BSM 414**

**International Marketing (2 units)**

Exports and imports marketing. Issues in exporting, home and overseas markets, distribution channels, finding appropriate markets, mechanics and documentation of exports, finance and insurance of exports, devolution of control in the light of the Nigerian changing environment.

**BSM 416**

**Electronic Marketing (2 Units)**

An introduction to the interactive methods of marketing using a digital platform including social media, web-based and advanced global marketing techniques.

- Discuss the impact of the Internet on direct marketing
- Identify the current legal and ethical standards related to the practice of direct marketing domestically and globally.
- Demonstrate a clear understanding of major marketing concepts in writing and orally using proper business communications techniques.
- Demonstrate the ability to use on-line resources to research and prepare written and oral assignments.
- Explain how electronic marketing affects the elements of the marketing mixmun, i.e. product, place, price and promotion.
- Discover how businesses create and use customer relationships to determine value through electronic marketing.

**GUIDELINES TO THE REGISTRATION OF FRESH UNDERGRADUATE STUDENTS**

You are welcome to Benue State University, Makurdi. We are determined to make your stay here to be successful and rewarding. You are to kindly follow these steps for your smooth registration.

**Step 1**

1) In order to enable you settle down quickly, you are requested to strictly adhere to the following steps in the screening and registration process;

- i) Check for your admission on the Benue State University Portal and print details on payment of N400 at the designated banks;

- ii) Proceed to pay the processing fee of N5,500 non-refundable to Benue State University at the designated banks and print your admission letter;
- i) Complete the screening form online, print and sign. Your screening status will be communicated to you in the remarks column on the form;
- ii) Proceed to Academic Officer for documentation.
- iii) Complete the screening form online, print and sign. Your screening status will be communicated to you in the remarks column on the form;
- iv) Proceed to the Academic Office for documentation.
- v) Proceed to the designated banks and pay the approved fees using your UTME or DE registration number as user ID and PASSWORD. This also applies to all successful preliminary French, Science and Vocational and Technology candidates who have been placed in various degree programmes;
- vi) The designated banks are as follows:

a) Fidelity Bank Plc	g) First Bank of Nigeria Plc
b) Zenith Bank Plc	h) United Bank for Africa Plc
c) ECO Bank Plc	i) Unity Bank Plc
d) Guaranty Trust Bank Plc	j) Union Bank of Nigeria Plc
e) Sterling Bank Plc	k) Skye Bank Plc
f) Diamond Bank Plc	

Proceed again to register online by completing the following forms

- \* Personal Data
- \* Course Registration
- \* Medical Form
- \* Matriculation Oath Form

Print and duly sign these forms.

- vii) Proceed to College, Faculty and Departmental Officers for documentation;
- viii) Proceed to Students Affairs Division for documentation;
- ix) Proceed to the University Library for documentation;
- x) Proceed to the University Clinic for documentation;
- xi) Proceed to Security Department for documentation.

## Step 2

2) You have now completed your registration and ready to be matriculated at the appointed date. Note that failure to register will lead to non-matriculation and subsequent disqualification of your admission.

## Step 3

Watch out for the orientation and matriculation programmes

## Step 4

Registration by proxy is PROHIBITED

## Step 5

Change of name(s) is prohibited after registration. Candidates graduate with names used for admission and registration;

**Step 6****Below is the checklist of requirements for screening and registration**

- (a) Processing fee receipt of payment (5,500)
- b) BSU Admission Letter
- c) Post-UTME and Direct Entry screening test result.
- d) Original JAMB admission letter (Check JAMB website).
- e) Original UTME result slip with embossed passport photograph
- f) Original Direct Entry online e-registration printout with embossed passport photograph
- g) Original of academic qualifications
- h) Birth certificate/declaration of age
- i) Marriage certificate/declaration, change of name(s) where applicable
- j) Certificate of State of Origin
- k) Writing materials.
- l) Four (4) passport photographs.

**Step 7**

Candidates who are unsuccessful at the screening process may wish to report at the Academic office with their screening forms and other credentials for further directives;

**Step 8**

Candidates who are yet to upload their credentials and other documents on the portal are advised to do so to enable us screen them online.