

Kurdistan Region Government

Ministry of Higher Education and Scientific Research

Erbil Polytechnic University

**Module (Course Syllabus) Catalogue**

**2022-2023**

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| **College/ Institute** | **Erbil Technical Administration College** | |
| **Department** | **International Marketing and language** | |
| **Module Name** | **Principles of Business Administration** | |
| **Module Code** | **BAP105** | |
| **Degree** | **Technical Diploma Bachelor High Diploma Master PhD**  × | |
| **Semester** | **Fourth Semester** | |
| **Qualification** |  | |
| **Scientific Title** |  | |
| **ECTS (Credits)** | **6** | |
| **Module type** | **Prerequisite Core Assist.**  × | |
| **Weekly hours** |  |  |
| **Weekly hours (Theory)** | **( 1 )hr Class** | **( )Total hrs Workload** |
| **Weekly hours (Practical)** | **( 2 )hr Class** | **( )Total hrs Workload** |
| **Number of Weeks** | **14** | |
| **Lecturer (Theory)** | **Shirzad Mohammed Mahdi** | |
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| **Lecturer (Practical)** |  | |
| **E-Mail & Mobile NO.** |  | |
| **Websites** | [**www.epu.edu.iq**](http://www.epu.edu.iq) | |

**Course Book**

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| **Course Description** | Undergraduates and graduate students alike. Courses are commonly found within associate's degrees, bachelor's degrees or Master of Business Administration programs. However, they may also be offered through business administration certificate programs to provide students with fundamental skills without requiring the completion of a degree.  This course provides comprehensive training on skills needed to be successful in several areas, including accounting, finance, human resources management, marketing, operations and planning. Other discussion points include social and corporate responsibility, law and ethics.  This course focuses on the cost-volume-profit relationship and using gathered information to make informed decisions. Managerial accounting is often taken as an extension of a financial accounting course because it focuses on transferring learned skills to a management situation. This course forces students to take an analytical approach to budget preparation, cost planning and control.  In order to own or run a business in the United States, knowledge of the American legal system is a must. Students learn about the legal guidelines for business operation in this business law course. They become familiar with a variety of related topics, including contracts; corporations and partnerships; property, trusts and estates; rights and responsibilities of employees and employers; liability and bankruptcy. The subject of law will also lead to a discussion of ethical considerations for business professionals.  In an introductory marketing course, students learn about the basic principles and processes of marketing most companies use to grow their business. Specific topics of discussion include identifying target markets, determining a pricing and promotion strategy, developing and launching a product and evaluating consumer behaviour. Students take microeconomics and macroeconomics to learn about how markets work. This course focuses on the basic concepts of supply and demand, as well as cost and productivity, in relation to consumer behaviour. Economic growth and pricing strategies are also studied through the use of common theories and frameworks. A business can only be as successful as the people working in it, and this course sheds light on the organizational environment through an examination of human behaviour, attitude and motivation. The goal of this course is to prepare students to become successful managers by educating them on methods of predicting and controlling their team's behaviour. | | | | | |
| **Course objectives** | A course objective specifies a behaviour, skill, or action that a student can demonstrate if they have achieved mastery of the objective. As such, objectives need to be written in such a way that they are measurable by some sort of assessment. Course objectives form the foundation of the class. A course of study in higher education intended to prepare the students for a career in business. A college or university course of studies that offers instruction in general business principles. | | | | | |
| **Student's obligation** | The attendance of students in lectures will have extra credit. He / she is required to continuously follow the lectures, submits homework and assignments. Expect quizzes any time. This is part of the assessment defined in 8. | | | | | |
| **Required Learning Materials** | استخدام وسائل **باستخدام (Data Show)، (Power Point)، (Weight Board) .**  **-** الحلقات النقاشية اثناء المحاضرة مع امكانية عرض الافلام العلمية اذا سمح الوقت مع استخدام اسلوب الحلقات النقاشية لبعض المواضيع**.** | | | | | |
| **Evaluation** | ‌ **Task** | | **Weight (Marks)** | | **Due Week** | **Relevant Learning Outcome** |
| Paper Review | |  | |  |  |
| Assignments | Homework | 10 | | 1-12 |  |
| Class Activity | 2 | | 1-12 |  |
| Report | 0 | | 1-12 |  |
| Seminar | 6 | | 1-12 |  |
| Essay | 0 | | 1-12 |  |
| Project | 10 | | 1-12 |  |
| Quiz | | 8 | | 1-12 |  |
| Lab. | |  | |  |  |
| Midterm Exam | | 24 | |  |  |
| Final Exam | | 40 | |  |  |
| Total | | 100 | |  |  |
| **Specific learning outcome:** | By the end of the course, students should be able to:  Students build applicable skills through a variety of internship opportunities, and our graduates find positions in public and private organizations, government, not-for-profit organizations, sales, research, advertising and promotion, management, and consulting.  The business administration major is designed for students pursuing a career in business with emphasis on accounting, finance, international business, management, or marketing.  Successful graduates of business administration will be able to:  Understand diverse cultural perspectives and apply general business knowledge in the global market  Identify and evaluate ethical, social, and environmental impacts in business  Articulate ideas persuasively and logically and collaborate with others toward a common goal  Utilize analytical skills to devise innovative and creative solutions to problems  Integrate core concepts and theories across functional areas of business  It is recommended that students seek out an internship or service-learning experience that will provide an opportunity to demonstrate the relevancy of foundational and theoretical knowledge of their academic major and to gain career-related experiences. | | | | | |
| **Course References‌:** | 1. Compare: *Thuis, Peter; Stuive, Rienk (2012).*[*Business Administration*](https://books.google.com/books?id=E_vADwAAQBAJ)*. Routledge-Noordhoff International Editions (reprint ed.). Groningen: Routledge (published 2019).*[*ISBN*](https://en.wikipedia.org/wiki/ISBN_(identifier))[*9781000035889*](https://en.wikipedia.org/wiki/Special:BookSources/9781000035889)*. Retrieved 7 November 2020. [...] business administration is the branch of science that deals with the organisation of and the context around businesses.* 2. [**^**](https://en.wikipedia.org/wiki/Business_administration#cite_ref-2) *Farazmand, Ali (2009-06-23).*[*Bureaucracy and Administration*](https://books.google.com/books?id=N3D4DpKDZq0C&q=Administration+can+refer+to+the+bureaucratic+or+operational+performance+of+routine+office+tasks&pg=PA241)*. CRC Press.*[*ISBN*](https://en.wikipedia.org/wiki/ISBN_(identifier))[*978-1-4200-1522-5*](https://en.wikipedia.org/wiki/Special:BookSources/978-1-4200-1522-5)*.* 3. [**^**](https://en.wikipedia.org/wiki/Business_administration#cite_ref-3) *Golden Pryor, Mildred; Taneja, Sonia (2020-10-18).*[*"Henri Fayol, practitioner and theoretician – revered and reviled"*](https://doi.org/10.1108/17511341011073960)*. Journal of Management History.****16****(4): 489–503.*[*doi*](https://en.wikipedia.org/wiki/Doi_(identifier))*:*[*10.1108/17511341011073960*](https://doi.org/10.1108%2F17511341011073960)*.* 4. [**^**](https://en.wikipedia.org/wiki/Business_administration#cite_ref-4) Compare: *Candoli, I. Carl; Hack, Walter G.; Ray, John R. (1991). "School Business Administration as a Subset of Generic Management".*[*School business administration: a planning approach*](https://books.google.com/books?id=Js2dAAAAMAAJ)*(4 ed.). Allyn and Bacon. p. 58.*[*ISBN*](https://en.wikipedia.org/wiki/ISBN_(identifier))[*9780205131396*](https://en.wikipedia.org/wiki/Special:BookSources/9780205131396)*. Retrieved 16 October 2019.* | | | | | |
| **Course topics (Theory)** | | | | **Week** | | **Learning Outcome** |
| Business Administration: Definitions,  Concept, Importance | | | | First | |  |
| Process of Business Administration | | | | Second | |  |
| Public and Private Sectors  Private Sectors | | | | Third | |  |
| Differences Between Administration and Management | | | | Fourth | |  |
| Management Theories | | | | Fifth | |  |
| Business Environment | | | | Sixth | |  |
| Internal & External Factors | | | | Seventh | |  |
| Internal & External Factors | | | | Eighth | |  |
| SWOT analysis | | | | Ninth | |  |
| SWOT analysis | | | | Tenth | |  |
| Planning | | | | Eleventh | |  |
| Types of Planning | | | | Twelfth | |  |
| Characteristic of a good planning | | | | Thirteenth | |  |
| Characteristic of a good planning | | | | Fourteenth | |  |
| **Questions Example Design**  ***Q.1. ( Compositional***)  Talk about the Principles of Business Administration and decision making in managerial function.  **Answer:**  1- Lower level management:   * Makes decisions that affect day to day operations, Information systems that support operational decision making are called transaction processing systems (TPS). * Programmed decisions that are predetermined by rules and procedures. * They lead to a desired result. The information needs of lower-level mgrs. can be met by administrative data processing activities.   2- Middle-level mgrs.:   * Plan working capital, schedule production, formulate budgets, and make short-term forecasts. * Mid-level managers make tactical decisions that usually involve time periods of up to two years. * Many Mid-level mgmt. decisions are non-programmed decisions. No specific predetermined steps can be followed to each solution. * The information needs of Mid-level mgrs. must be specific. * Tactical decisions: These decisions related to responsibilities of tactical planning and control in organization. Much of the input to this level is summary of the main activities that are mostly cyclical. In these cases, the input data is very structured and the content can be predicted accurately.   3- Top-level mgrs.:   * Provide direction for the company by planning for the next five years +. * Top-level mgrs. make strategic decisions that involve a great deal of uncertainty. * Top-level mgt. decisions are non-programmed decisions. * Strategic decisions: These decisions prepare organization, According to environmental conditions; provide its mission and goals effectively. However, in dealing with environmental changes act dynamically. These decisions are made to information that is created in organization and related to the past or present. Decisions at this level are requiring accurate information, on the content and quality is predefined and includes structural decisions.   ***Q.2.(True or false type of exams)***  1. Organizing as a process involves: Identification of activities, Classification of grouping of activities, Assignment of duties, Delegation of authority and creation of responsibility. (4)  A) True B) False    2. A good manager has all the skills and can implement those skills for running the organization properly. 5 managerial skills are: Technical Skill. Conceptual Skill. Interpersonal and Communication Skills. Decision-Making Skill. Diagnostic and Analytical Skills. (4)  A. True B) False | | | | | | |
| **Extra notes:** I will assess the students continuously through their activities in the class. Any student with ideas about learning, and suggestions of alternative way of dealing with problems will be very welcomed. | | | | | | |
| **External Evaluator** | | | | | | |