



Department: Business Administration

Subject: Principles of Business Administration

Academic Year: 2021-2022

Stage: 1

Instructor information:

Prepared by:

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Course Book

1. Course name	Principles of Business Administration
2. Lecturer charge	Lecturer
3. Department/ College	Business Administration / Technical College of Management
4. Contact	
5. Time (in hours) per week	Monday & Thursday
6. Office hours	
7. Course Code	
8. Teacher's academic profile	
9. Keywords	Business Administration
10. Course overview (description):	
<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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</p>	

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.

11. Course objective:

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

12. 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.

13. Forms of teaching

Contact hours: 6 theoretical weekly hours.

14. Assessment scheme

Midterm Examination	%
Practical Examination	%
Course work and assignments	%
Final Examination	%.
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Total Marks	100%

15. Student 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.

16. Course Reading List and References:

1. Compare: *Thuis, Peter; Stuive, Rienk (2012). Business Administration. Routledge-Noordhoff International Editions (reprint ed.). Groningen: Routledge (published 2019). ISBN 9781000035889. Retrieved 7 November 2020. [...] business administration is the branch of science that deals with the organisation of and the context around businesses.*
2. ^ *Farazmand, Ali (2009-06-23). Bureaucracy and Administration. CRC Press. ISBN 978-1-4200-1522-5.*
3. ^ *Golden Pryor, Mildred; Taneja, Sonia (2020-10-18). "Henri Fayol, practitioner and theoretician – revered and reviled". Journal of Management History. 16 (4): 489–503. doi:10.1108/17511341011073960.*
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 (4 ed.). Allyn and Bacon. p. 58. ISBN 9780205131396. Retrieved 16 October 2019.*

17. The Topics

Week	Lecture	Topic
1st Week	3	Business Administration: Definitions,
	3	Concept, Importance,
2rd week	3	Process of Business Administration
	3	Process of Business Administration
3rd week	3	Public and Private Sectors
	3	Private Sectors
4th week	3	Differences Between Administration and Management
	3	Management
5th week	3	Management Theories
6th week	3	Business Environment
	3	Business Environment
7th week	3	Internal & External Factors
	3	Internal & External Factors
8th week	3	SWOT analysis

	3	SWOT analysis	
9th week	3	Planning	
10th week	3	Types of Planning	
	3	Types of Planning	
11th week	3	Characteristic of a good planning	
	3	Characteristic of a good planning	
12th week	2		
	2		
Final Examination			

18. Examinations (Examples):

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.

Q.3. Multiple choices:

Choose the correct answer for each of the following statements:

1. Environmental factors cover two main aspects: Which of the following is a true statement?
 - A. The system includes legal, economic, political, social, cultural and technological systems that are in operation in any country.
 - B. The process of business administration is the overseeing and controlling of a business.
 - C. All of the above.
 - D. Not all of the above.

2. Technological factors refers to the ways new practices and equipment can affect businesses. These include: Which of the following is a true statement?
 - A. ICT (information and communications technology, or technologies).
 - B. Research and Development, Automation, E-commerce.
 - C. All of the above.
 - D. Not all of the above.

Answers: 1. a , 2. B

19. 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.

20. Peer review

This course book has to be reviewed and signed by a peer. The peer approves the contents of your course book by writing few sentences in this section.

(A peer is person who has enough knowledge about the subject you are teaching, he/she has to be a professor, assistant professor a lecturer or an expert in the field of your subject).