
Brentwood Open Learning College



Diploma in Business Administration

(Level 4)

Course Structure & Contents

Unit 1

The Business Environment

The unit 1 covers the following topics:

- The Business Environment- An Introduction
- The Internal And External Factors That Affect A Business
- Internal Factors(The Workers, The Material And The Management)
- External Factors (Micro And Macro Environment)
- Micro Environment (Suppliers, Customers, The Middle Man, The Competitors)
- Macro Environment (Social, Political, Economic, Legal, Technological, Institutional And Cultural)
- Types Of Businesses And Their Ownerships (Corporate, Co-Operatives, Partnerships, Sole Traders, Limited Companies)
- Social Responsibility Of A Business
- Business Ethics

Unit 2

Fundamentals of Administrative Management

Unit 2 covers the following topics:

- What Is Meant By Management?
- Characteristics of Management
- Nature of Management
- Functions Of Management (Planning, Organizing, Commanding, Coordinating, Controlling)
- General Principles Of Management (Division Of Work, Discipline, Authority & Responsibility, Centralization, Order, Equity, Initiative, Unity Of Direction, Unity Of Command)

Unit 3

Human Resource Management

Unit 3 covers the following topics:

- Introduction to Human Resource Management
- Functions of the Human Resource Management (HRM)

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- Human Resource Planning (Staffing, Selection, Labour Relations)
 - Code of Ethics in Human Resources
 - Objectives of Human Resource Management
 - Functions of the Human Resource Management.

Unit 4

Performance Management

Unit 4 covers the following topics:

- Areas of Interest in Performance Management
- Objectives of Performance Management
- Functions of Performance Management (Goal Setting , Leading and Coaching, Delegation, Mentoring)
- Performance Appraisal (Rewards & Punishment)
- Benefits of Performance Management
- Components of Performance Management (Planning , Monitoring, Developing, Rating & Appraisals , Act of Appreciation)

Unit 5

Managing Finance

Unit 5 covers the following topics:

- Financial Responsibility & Accountability
- Planning for Funds
- Scope of Financial Management (Investment decisions, Financing decisions, Asset management)
- Objectives of Financial Management
- Functions of Financial Management (Financial Forecasting, Capital Budgeting , Capital Management, Risk Management, Accounting, Credit Management)

Unit 6

Managing Resources

Unit 6 covers the following topics:

- Requirements For Effective Resource Management In A Business

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- Benefits Of Resource Management Processes (Increased Revenue, Conflict Resolution, Improved Project Delivery, Reduced Administration Costs)
 - Problems Related To Managing Resources (Cost, Availability, Maintenance, Sources And Trained Use)

Unit 7

Time, Stress & Crisis Management

Unit 7 covers the following topics:

- Time Saving Strategies
- Effective Stress Management Techniques
- Preparing An Effective Crisis Management Plan

Unit 8

Team Management

Unit 8 covers the following topics:

- Types Of Teams (Work Teams, Project And Development Teams, Parallel Teams, Management Teams ,Transnational Teams ,Virtual Teams, Self-Managed Teams, Quality Circles, Traditional Work Groups, Semiautonomous Work Groups, Autonomous Work Groups, Self-Designing Teams)
- Benefits Of Managing Teams
- Effective Teams(Productivity, Utility, Dedication)
- Bruce Tuckman's Team Development Model'

Unit 9

Effective Marketing

Unit 9 covers the following topics:

- The Effective Marketing
- The "6Ps" or the 'Marketing Mix',
- Creating a Marketing Plan
- Implementing the Marketing Plan

Unit 10

Customer Relations

Unit 10 covers the following topics:

- Customer Relationship Management
- Traits of a Happy Customer
- Traits of a Bad Customer
- Converting Bad Customers into Good Ones

Unit 11

Business Communication & Report Writing

Unit 11 covers the following topics:

- Types of Business Communication (Oral Communication, Written Communication)
- Effective Business Communication Guidelines (Complete, Concise, Consideration, Concrete, Clarity, Courtesy, Correct)
- Report Writing
- Elements of Effective Business Report Writing
- Writing Business Communication Statements
- Importance of Proof-Reading and Practice.

Unit 12

Risk Management

Unit 12 covers the following topics:

- Introduction To Risk Management
- The History Of Risk Management And Its Concepts
- The Elements Of Risk
- Uncertainty And Its Relationship To Risk
- Classification Of Risk (Dynamic Risks, Static Risks, Fundamental And Particular Risks, Pure And Speculative Risks)
- Types Of Pure Risk(Personal Risks, Property Risks, Liability Risks, Risks Arising From Failure Of Other Individuals)
- Risk Management(Risk Avoidance, Risk Reduction, Risk Assumption
- Benefits Of Risk Management
- Risk Management Tools
- Risk Management As A Business Factor

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- The Risk Management Process
 - The six steps in the Risk Management Process
 - The Risk Management Policy

Unit 13

Starting a Business

Unit 13 covers the following topics:

- Advantages Of Owning A Business
- Disadvantages Of Owning A Business
- Classifications Of Costs
- The Business Plan
- The Marketing Plan
- Guidelines For Successful Planning
- How To Determine Costs
- Setting The Price
- Pricing Methods
- Staffing
- Running An Ethical Business
- Developing A Promotional Strategy
- Advertising