



**STUDENTS HANDBOOK  
B.SC BUSINESS AND MARKETING  
2023**

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## **Foreword**

Welcome to a world of endless possibilities at West Midlands Open University, where dreams become realities. We are Nigeria's pioneering private open university, with a clear purpose to prepare people for opportunities and to improve society through education. We are a vibrant academic community that believes in the power of education to transform lives and cultivate a brighter future. We are digital, and we use appropriate technologies to drive our operations and processes. We are committed to your personal growth and nurturing your potential to become a positive agent of change in the world.

Our university is deeply rooted in the principal values of empathy, truthfulness, and innovation. These values guide our actions, shape our culture, and drive us to create a better society using the programmes in our various schools. We encourage you to imbibe these values as you study at West Midlands, use the computing, managerial, social, and soft skills you would gain in any of our departments to make the world a better place.

This handbook is a comprehensive guide that will serve as your compass throughout your journey with us. It contains all the course information you will need in your department and provides an all-inclusive course description, learning outcomes, mode of assessment, grading system, rules, and regulations for all the courses you will study. Please consult the handbook for all your academic decisions. It is a valuable resource that will help you succeed in your studies. If you have any questions or concerns, please do not hesitate to reach out to your Head of Department and the Student Success Advisors. They would be happy to assist you. We are here to support you all the way.

As an open university, we are committed to academic excellence, an excellent student experience, accessibility, inclusivity, affordability, flexibility, and a strong partnership in education. We require you to pursue your studies with dedication and stay true to these commitments. Remember that quality is our watchword, and your success as an outstanding graduate is our priority.

Congratulations!

**Professor Olumide Babatope Longe**

Vice Chancellor

## **Vision of the University**

Become the most trusted tertiary education institution through world-class digital learning services and the efficacy of outcomes.

## **Mission Statement**

To offer access to a wide range of flexible, affordable, and qualitative academic programmes that empower individuals with the skills they need to thrive in today's world.

## **Philosophy of the University**

Our philosophy at West Midlands Open University is based on:

**Diversity:** West Midlands Open University is committed to creating a diverse and inclusive community where everyone feels welcome and respected. We believe that diversity is essential for innovation and excellence. We value the unique perspectives and experiences of our students, faculty, and staff. We are committed to creating a culture where everyone feels comfortable sharing their ideas and participating in the learning process.

**Cultural awareness and respect:** We believe that cultural awareness and respect are essential for a successful learning environment. We encourage our students, faculty, and staff to learn about and appreciate different cultures. We strive to create a culture where everyone feels safe and respected, regardless of their cultural background.

**High standard professional behavior:** We expect our students, faculty, and staff to uphold the highest standards of professional behavior. This means being respectful of others, being honest and ethical, and being committed to excellence. We believe that high standards of professional behavior are essential for creating a positive learning environment and for preparing students for success in the workplace.

**Intellectual curiosity and pursuit of knowledge:** West Midlands Open University is committed to fostering intellectual curiosity and the pursuit of knowledge. We encourage our students, faculty, and staff to ask questions, to challenge the status quo, and to

explore new ideas. We believe that intellectual curiosity and the pursuit of knowledge are essential for innovation and for solving the challenges of the 21st century.

**Discipline:** We believe that discipline is essential for a successful learning environment. We expect our students, faculty, and staff to be disciplined in their work and studies. This means being punctual, being prepared, and meeting deadlines. We believe that discipline is essential for developing the habits of mind necessary for lifelong learning and success.

### **Objectives of the University**

The objectives of West Midlands Open University are:

1. Accessible education of the highest standard, this goal consists of using modern technology to enhance learning experience and to make education accessible to a teeming population of Nigerians and anyone else desirous of quality education;
2. Creation of enduring values in our learners, this goal encompasses stimulating awareness of cultural values, respect for others, lifelong thirst for knowledge, and passion for excellence, all of which will be achieved through our well-rounded world-class teaching and learning materials; and
3. The production of socially responsible and leadership-oriented graduates, this goal includes encouraging a spirit of independence, pragmatism and innovativeness in our learners.

### **Our Purpose**

Equipping individuals for opportunities and enhancing society through education.

### **Core Values**

Our unwavering commitment to excellence, innovation, social responsibility, collaboration, and continuous improvement propels us toward building a better world.

### **Motto of the University**

Integrity, Leadership and Service

## **Preface**

Welcome to the Department of Business and Marketing at West Midlands Open University—an intellectual nexus where the principles of commerce, innovation, and strategic thinking converge. As the gateway to a world of possibilities in the dynamic realms of business and marketing, our department stands committed to providing an education that transcends traditional boundaries, preparing students for the multifaceted challenges of the global business landscape.

At the heart of our mission lies an unwavering commitment to academic excellence. The Department of Business and Marketing is dedicated to delivering a comprehensive and contemporary education that equips students with the knowledge and skills necessary for success in the competitive world of business. Our distinguished faculty, a blend of accomplished scholars and industry practitioners, brings a wealth of experience to the classroom, ensuring that our students benefit from a holistic and relevant education.

In tandem with academic rigor, the Department of Business and Marketing places a premium on innovation and practical application. We recognize that theoretical knowledge must be complemented by real-world experiences to foster a deep understanding of business dynamics. Our faculty is actively engaged in cutting-edge research, ensuring that students are exposed to the latest industry trends and emerging business paradigms.

Globalization is a key theme woven into our curriculum, ensuring that students are well-versed in the complexities of conducting business on a global scale. This global perspective equips our graduates to navigate the intricacies of an interconnected world and capitalize on international opportunities.

At the core of our educational philosophy is a strong emphasis on ethics and social responsibility. As future leaders in business and marketing, our students are guided to understand the impact their decisions can have on society. We instill in them a commitment to ethical business practices, corporate social responsibility, and sustainability, fostering a sense of responsibility that extends beyond the balance sheet.

In conclusion, the Department of Business and Marketing at West Midlands Open University is a vibrant community dedicated to fostering the next generation of business leaders and marketing innovators. As you embark on your academic journey with us, we



invite you to explore the myriad opportunities that the world of business presents and to join us in the pursuit of knowledge, innovation, and responsible leadership.

Welcome to an enriching academic experience at the Department of Business and Marketing, where we empower you to not only understand the intricacies of the business world but also to shape its future with vision, integrity, and global acumen.

**Dr. Ojo J Olanipekun**

Head of Department,

Department of Business and Marketing

## **1.0 About the Programme**

The Bachelor of Science in Business and Marketing is an innovative and comprehensive program meticulously crafted to prepare you for a successful career in the dynamic fields of business and marketing. Building a strong foundation in fundamental areas such as business theory, marketing strategies, and market analysis, you will develop a deep understanding of essential business principles. Moreover, you will have the exciting opportunity to specialize in areas such as strategic marketing, digital marketing, or international business, tailoring your studies to align with your specific interests. With a strong emphasis on practical application, the curriculum integrates case studies, marketing projects, and internships, allowing you to apply business and marketing theories to real-world scenarios. Course offerings include Business Strategy, Marketing Management, Consumer Behavior, Digital Marketing, International Business, Financial Management, and more. Guided by our accomplished faculty, a team of experts and seasoned researchers, you'll embark on a transformative educational journey, poised to excel in the fields of business and marketing and contribute to future advancements in business strategies and marketing practices.

### **1.1 Name of the Programme:**

B.Sc. Business and Marketing

### **1.2 Code of the Programme**

All Business and Marketing courses are designated "MKT". Faculty courses are designated "AMS " while General studies courses are designated "GST" and "ENT"

### **1.3 Description of the Programme and Duration**

Minimum duration of the Bachelor of Science (B.Sc.) Degree in Business and Marketing is four sessions of eight semesters and a maximum of eight sessions (of sixteen semesters) under flexible mode of study.

## **1.4 Semester Duration**

A semester is divided into 8 weeks of classes, one week for mid semester break, one week for out of class experience and project based learning, two weeks of revision and two weeks for final examinations. Students who chose the part time mode will require a minimum of eight sessions to complete the BSc programme in Business & Marketing.

## **2.0 Programme Philosophy, Vision and Mission**

### **2.1 Philosophy**

Business and Marketing Department at West Midlands Open University centers on providing a dynamic and transformative educational experience that empowers students to excel in the ever-evolving fields of business and marketing. We believe in cultivating a learning environment that goes beyond traditional boundaries, fostering innovation, critical thinking, and ethical decision-making.

Our philosophy is grounded in the following principles:

1. We aim to provide a holistic education that transcends conventional boundaries, equipping students with a comprehensive understanding of business and marketing principles. This approach ensures graduates are well-prepared for the multifaceted challenges of the contemporary business landscape.
2. We foster an environment that encourages innovation and creativity. Through cutting-edge curriculum design, real-world projects, and exposure to emerging trends, students are inspired to think creatively and develop solutions that drive business success.
3. We believe in instilling ethical values in our students, emphasizing the importance of responsible and principled leadership. Our graduates are not only equipped with business acumen but also possess a strong ethical foundation, contributing positively to the business community and society at large.
4. The philosophy emphasizes practical application as a cornerstone of learning. Internships, case studies, and hands-on projects are integrated into the

curriculum, allowing students to apply theoretical knowledge to real-world scenarios and develop practical skills essential for success in their careers.

5. In an interconnected world, we prioritize cultivating a global perspective among our students. The curriculum includes an exploration of international business practices, ensuring graduates are prepared to navigate the complexities of a globalized business environment.
6. Recognizing the dynamic nature of business and marketing, our philosophy emphasizes adaptability and a commitment to lifelong learning. Graduates are encouraged to embrace change, stay abreast of industry trends, and continually enhance their skills throughout their professional journey.

Through this philosophy, the Business and Marketing Department at West Midlands Open University seeks to shape future business leaders and marketing professionals who not only excel in their respective fields but also contribute positively to the broader community and global business landscape.

## **2.2 Vision**

The Business and Marketing Department at West Midlands Open University envisions becoming a leading force in transformative business education, preparing future leaders with innovative thinking, a global perspective, and ethical values. We aim to deliver accessible, high-quality education that adapts to industry trends, fosters creativity, and instills a sense of responsibility, creating graduates who positively impact the global business landscape. Our vision includes building an inclusive learning community that embraces diversity and continuous adaptation to equip students for success in the ever-changing world of business and marketing.

## **2.3 Mission**

The mission of the Business and Marketing Department at West Midlands Open University is to provide quality education that equips students with practical skills, ethical values, and a global mindset. We aim to foster innovation, creativity, and responsible leadership, preparing graduates to excel in diverse business environments.

Our mission includes promoting inclusivity, adaptability, and a commitment to lifelong learning, ensuring that students are well-prepared for success in the dynamic field of business and marketing.

### **3.0 Aim and Objectives**

#### **3.1 Aim**

The Business and Marketing Department at West Midlands Open University aims to provide a well-rounded education that fosters innovative thinking, global competence, and ethical leadership. We strive to equip students with industry-relevant skills, create an inclusive learning environment, and promote a commitment to lifelong learning. Our goal is to make a positive impact on the community, encourage research excellence, and witness the success of our alumni as influential leaders in the business and marketing field.

#### **3.2 Objectives:**

Upon program completion, students should be able to:

1. Foster a culture of academic excellence by providing a rigorous curriculum that ensures students acquire a deep understanding of business and marketing principles, theories, and contemporary practices.
2. Develop and enhance students' practical skills through experiential learning, internships, and hands-on projects, ensuring they are well-prepared for the dynamic demands of the business world.
3. Cultivate a global perspective among students by integrating international business concepts, case studies, and experiences into the curriculum, preparing them to thrive in a globalized and interconnected business environment.
4. Instill a strong sense of ethical leadership by integrating ethical considerations and social responsibility principles into coursework, encouraging students to make morally sound decisions in their professional lives.

5. Promote innovation and creativity by encouraging students to think critically, solve problems, and develop entrepreneurial mindsets, ensuring they can adapt to and drive innovation within evolving business landscapes.
6. Foster an inclusive learning environment that celebrates diversity and promotes collaboration, ensuring students learn from and respect various perspectives, backgrounds, and experiences.
7. Provide opportunities for continuous professional development by offering workshops, seminars, and networking events, empowering students to stay updated on industry trends and enhance their skills throughout their careers.
8. Encourage students to actively engage with the community through service-learning projects, internships, and partnerships with local businesses, fostering a sense of social responsibility and community impact.
9. Promote a culture of research and scholarship by supporting faculty and student research initiatives, contributing to the advancement of business and marketing knowledge and practices.
10. Facilitate a strong connection between the department and its alumni, creating avenues for ongoing support, mentorship, and collaboration, and celebrating the achievements of alumni as they excel in their careers and contribute to the field.

### **3.3 General Learning Outcomes**

Upon successful completion of the Business and Marketing program at West Midlands Open University, students will develop the following competencies:

1. Acquire a deep understanding of key concepts, theories, and practices in business and marketing, enabling informed decision-making in diverse professional contexts.
2. Develop practical skills through hands-on experiences, internships, and projects, preparing graduates to apply theoretical knowledge to real-world business challenges.

3. Cultivate a global mindset and awareness of international business dynamics, enabling graduates to navigate and contribute to the complexities of the global business environment.
4. Demonstrate ethical leadership by integrating ethical considerations and social responsibility principles into business practices, fostering a commitment to moral decision-making.
5. Foster innovation and creativity, empowering graduates to think critically, solve problems, and drive positive change within evolving business landscapes.
6. Embrace diversity and collaborate effectively by respecting and valuing diverse perspectives, backgrounds, and experiences, fostering an inclusive and collaborative work environment.
7. Engage in continuous professional development, staying updated on industry trends, enhancing skills, and adapting to the dynamic demands of the business and marketing field.
8. Actively contribute to the community through service-learning projects, internships, and partnerships with local businesses, demonstrating a commitment to social responsibility and community impact.
9. Develop research skills and a scholarly mindset, allowing graduates to contribute to the advancement of business and marketing knowledge through meaningful research initiatives.
10. Join a network of successful alumni, benefiting from ongoing support, mentorship, and collaboration opportunities, and making meaningful contributions to the business and marketing profession.

### **3.4 Unique Features of the Programme**

The Business and Marketing program at West Midlands Open University stands out with an innovative curriculum, emphasizing experiential learning, a global perspective, and industry-driven projects. Focused on developing an entrepreneurial mindset, the program takes an interdisciplinary approach, fostering professional development, community engagement, and research opportunities. Graduates benefit from a strong alumni network, providing ongoing support and collaboration for their successful careers in the dynamic fields of business and marketing.

### **3.5 Employability Skills**

The Business and Marketing program at West Midlands Open University is dedicated to equipping graduates with essential employability skills. Through the curriculum, students develop strong communication, critical thinking, adaptability, teamwork, and leadership abilities. Additionally, emphasis on digital literacy, problem-solving, an entrepreneurial mindset, and project management ensures graduates are well-prepared for diverse business scenarios. Networking and relationship-building skills round out the program, providing students with a comprehensive skill set to excel in their careers and contribute effectively to organizational success.

## **4.0 Programme Requirements**

### **4.1 Admission requirements**

- For entry at 100 level, the candidate is expected to have Five Ordinary Level (O/L) credit passes at not more than two sittings, including English Language, Mathematics, Economics, and two other social science-related subjects.
- For entry into 200 level, the candidate is expected to have a minimum of any of the following
  - 1 A-level Credit in English Language, Mathematics, Economics, Government, Business Studies etc
  - 2 Upper Credit at Ordinary National Diploma OND from a recognised institution in Business Administration, Accounting, Business Studies, Marketing or any related field.
- For entry into 300 level, the candidate is expected to have a minimum of any of the following;
  - 1 A minimum of lower credit at the Higher National Diploma HND from a recognised institution in Business Administration, Accounting, Business Studies, Marketing or any related field.



## **4.2 Graduation requirements**

The minimum number of credit units for the award of B.Sc. Business and Marketing degree is 120 units. A student shall therefore qualify for the award of a degree when she/he has met the conditions. The minimum credit load per semester is 15 credit units.

For the purpose of calculating a student's Cumulative Grade Point Average (CGPA) in order to determine the class of degree to be awarded, grades obtained in all the courses whether compulsory or optional and whether passed or failed must be included in the computation. Even when a student repeats the same course once or more before passing it or substitutes another course for a failed optional course, grades scored at each and all attempts shall be included in the computation of the GPA

## **5.0 Programme Structure and Degree Rules**

In accordance with University regulations for the conferment of a B.Sc. degree in Business and Marketing, students must accrue a minimum of 120 credit units. The curriculum comprises a combination of compulsory and elective courses. Each semester, students are required to register for a minimum of 15 credit units, with a maximum limit of 24 credit units. However, in exceptional cases, the maximum credit unit restriction may be waived by the Head of the Department, acting on behalf of the Senate, to align with the Open and Distance Learning (ODL) model of the University.

**Compulsory Courses (C):** These courses are fundamental to the successful completion of the program and are integral to the final grade calculation, irrespective of the number of attempts permitted by the program.

**Elective Courses (E):** Students are afforded the flexibility to choose elective courses based on their interests and guidance from their course advisor. These additional courses complement the degree requirements, and successful completion is recommended as they contribute to the overall final grade.

## **6.0 Deferral**

In order to request a deferral for either a semester or an entire session, students are required to complete and submit a formal application to the Vice-Chancellor. This application should follow a process involving review and approval by the Head of Department and the Dean of Faculty, with the final decision resting with the Senate. To

ensure timely consideration and approval, it is crucial to submit the application well in advance.

Grounds for requesting deferment include:

- (i) Issues related to admission
- (ii) Health-related concerns
- (iii) Emotional stress
- (iv) Other exceptional circumstances

## **7.0 Examination Guidelines**

Following the conclusion of each semester, examinations are typically administered, which may encompass written tests, oral assessments, practical evaluations, CBT proctoring, project submissions, or a combination of these, as sanctioned by the Senate. The examination outcomes generally encompass the assessment of Continuous Assessment (C.A.) from coursework..

### **7.1 Eligibility to write End of Semester Examination**

In order to qualify for examinations, it is compulsory to have a minimum online participation/completion rate of 75% in all classes, tutorials, laboratories, and other pertinent activities.

### **7.2 Examination Conduct**

1. Examinations are supervised at designated West Midlands Open University CBT centers. Students are required to be present at the examination venue a minimum of 30 minutes before the scheduled exam time. Late entry is permitted up to 30 minutes after the exam has commenced, but no additional time will be granted. During the first hour and the final 15 minutes of the examination, students are not allowed to leave the venue.

2. If a student needs to leave the examination room, re-entry is allowed only if they have been continuously observed by an Invigilator/Assistant Invigilator.
3. For each examination, students must carry and display their ID card and Examination Card on their desks, signing the provided Attendance List with their name and matriculation number.
4. The examination room strictly prohibits the presence of books, printed materials, written documents, or unauthorized items, except as allowed by the exam paper regulations. Students are not permitted to offer or receive assistance from other students or use unauthorized devices during the examination.
5. If a student is suspected of violating these rules, cheating, or engaging in disruptive behavior, the Department should promptly report the incident to the Faculty Examination Officer and the Dean. The Dean will initiate an investigation and report to the Board of Examiners. The student involved will be allowed to continue the examination unless their actions cause further disturbance. The Board of Examiners may subsequently recommend to the Faculty Board and Senate whether the student's exam should be accepted and any further actions to be taken.
6. Students are instructed to clearly write their examination number at the top of the cover of each answer booklet or a separate sheet of paper if required. The use of scrap paper is not allowed; all rough work should be completed in the answer booklet, which should be submitted to the invigilator. No printed question papers or any other provided materials should be taken from the examination room or defaced.
7. At the conclusion of the designated examination time, students must cease writing upon the invigilator's instruction and allow for the collection of their answer scripts.

### **7.3 Discipline**

The examination regulation outlined above is binding on all students, and any violation of these rules will result in serious consequences, as specified below:

1. Expulsion from the University: The following offences will lead to expulsion:
  - a. Impersonation during examinations, which includes exchanging examination numbers, name/answer sheets, or intentionally using someone else's examination number.
  - b. Exchanging relevant materials in the examination hall, such as question papers containing relevant jotting and materials.
  - c. Exchanging answer scripts.
  - d. Introducing unauthorised materials into the examination hall.
  
2. Rustication for one academic year: The following offences will result in rustication for one academic session:
  - a. Non-submission or incomplete submission of answer scripts.
  - b. Collaboration or copying from other students.
  
3. Written Warning: The following offences will warrant a written warning:
  - a. Speaking or engaging in conversation during the examination.
  - b. Writing on question papers.

These punishments are in place to ensure the integrity of the examination process and to discourage any form of misconduct or cheating. Students are expected to adhere to these rules and regulations strictly to maintain academic honesty and uphold the West Midlands Open University's standards.

### **8.0 Grading System**

Continuous assessment comprising tests, assignments, and other suitable methods contributes 40% to the overall evaluation during the semester. The examination conducted at the end of the semester holds a weightage of 60%. The final grade for each course is determined based on a total of 100% marks, combining both continuous assessment and end-of-semester examination results. The score from each course is assigned appropriate letter grade as follows:

(i) Credit Units	(ii) Percentile Scores	(iii) Letter Grades	(iv) Grade Points (GPA)	(v) Grade Point Average (GPA)	(vi) Cumulative Grade Point Average (CGPA)	(vii) Class of Degree
Vary according to contact hours assigned to each course per week per semester and according to workload carried by each student	70 - 100	A	5	Derived by multiplying (i) and (iv) and dividing by Total Credit Units	4.50 – 5.00	First Class
	60 - 69	B	4		3.50 4.49	2 <sup>nd</sup> Class Upper
	50 - 59	C	3		2.40 – 3.49	2 <sup>nd</sup> Class Lower
	45 - 49	D	2		1.50 2.39	Third Class
	40 - 44	E	1		1.00 1.49	Pass Degree
	0 – 39	F	0		-	-

### 8.1 Academic Standing Categories: Clear, Warning, Probation, and Withdrawal

The academic standing of students is determined by their Cumulative Grade Point Average CGPA , with the minimum acceptable CGPA set at 1.00.

1. **Clear Academic Standing:** To be in Clear Academic Standing, a student must maintain a CGPA of not less than 1.00.
2. **Warning:** A warning is issued to a student whose CGPA falls below the minimum tolerable level for the first time. This warning is typically communicated through verbal advice by the Level Coordinator, ensuring the student understands the implications of falling below the minimum CGPA in the subsequent semester examinations.
3. **Academic Probation:** Academic Probation is assigned to a student who fails to maintain a minimum CGPA of 1.00 by the end of the session. The probationary status can be reversed if the student achieves a CGPA of at least 1.00 in any subsequent semester after the first year. The responsibility for reversing the probationary status lies with the student. The University will provide a written preliminary notice of poor academic standing to the student.
4. **Withdrawal for Academic Failure:** If a student fails to maintain a CGPA of 1.00 for two 2 consecutive Academic Sessions at the end of any session, they will be required to withdraw from the academic program due to academic failure.

## **9.0 Departmental Issue Resolution Process**

The procedure for handling student-related matters includes the following stages:

1. In the initial step, students are advised to either report via email or hold a discussion regarding their concerns with their Course Level Coordinator or Academic Student Adviser.
2. If the issue surpasses the purview of the Coordinator or Student Adviser, it will be elevated to the Examination Officer in the case of academic concerns, or to the Head of Department.
3. In cases where a resolution cannot be reached through the preceding steps, the matter will be formally brought to the attention of the Dean of the Faculty for additional review and resolution.

## 10.0 Outline of Course Structure

### 100 Level 1st Semester

S/N	Course Code	Course Title	Credit Unit	Status	LH	PH
1	GST 101	Use of English and Communication Skills	2	Core	15	45
2	AMS 101	Basic Mathematics	2	Core	30	-
3	MKT 111	Elements of Marketing	2	Core	30	
4	COS 101	Introduction to Computers	2	Core	30	
5	GST 109	Use of Library and ICT skills	2	Core	30	
6	FIN 101	Introduction to Finance	3	Core	30	
7	ECO 101	Principles of Economics I	3	Core	30	

### 100 Level 2nd Semester

S/N	Course Code	Course Title	Credit Unit	Status	LH	PH
1	GST 102	Nigerian People and Culture	2	Core	30	
2	MKT 112	Principles of Project Management	2	Core	30	
3	AMS 102	Principles of Management	2	Core	30	
4	ECO 102	Principles of Economics II	2	Core	30	
5	BUA 102	Introduction to Business II	3	Core	45	
6	MKT 124	Computer Applications in Banking	2	Elective	30	
7	MKT 122	Marketing of Financial Service	2	Core	30	

Electives: 4 credits only required

**200 Level 1st Semester**

S/N	Course Code	Course Title	Credit Unit	Status	LH	PH
1	GST 201	Philosophy, Logic, and Human Existence	2	Core	30	
2	MKT 203	Introduction to Marketing Psychology	2	Core	30	
3	MKT 211	Principles of Marketing Management	2	Core	30	
4	MKT 221	Service and Social Marketing	2	Core	30	
5	ENT 211	Entrepreneurship and Innovation	2	Core	15	45
6	FIN 205	Corporate Finance	3	Core	45	
7	BBA 104	Business Law I	2	Core	30	
8	MKT 213	Entrepreneurial Marketing	2	Core	30	

Electives: 2 credits only required

**200 Level 2nd Semester**

S/N	Course Code	Course Title	Credit Unit	Status	LH	PH
1	MKT 212	Business to Business Marketing	2	Core	30	
2	MKT 220	Food & Agricultural Marketing	2	Core	30	
3	MKT 222	Retail & Wholesale Management	2	Core	30	
4	MKT 224	Online Public Relations & Reputation Management	2	Core	30	



5	FIN 202	International Finance	3	Core	45	
6	MKT 218	International Marketing	3	Core	45	
7	BBA 205	Business Law II	2	Elective	30	

Electives: 1 credit only required

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### 300 Level 1st Semester

S/N	Course Code	Course Title	Credit Unit	Status	LH	PH
1	MKT 303	Legal Aspects of Marketing	3	Core	45	
2	MKT 311	Digital Marketing Management	3	Core	45	
3	MKT 313	Marketing Practicum	2	Core	15	45
4	MKT 329	Marketing and Social Media	2	Core	30	
5	MKT 323	Marketing Operations Management	2	Core	30	
6	MKT 327	Marketing Ethics	2	Core	30	
7	MKT 321	Strategic Marketing	2	Core	30	

Electives: 1 credit only required

### 300 Level 2nd Semester

S/N	Course Code	Course Title	Credit Unit	Status	LH	PH
1	MKT 304	Marketing Theory	2	Core	30	
2	GST 312	Peace and Conflict Resolution	2	Core	30	
3	MKT 312	Logistics & Distribution Management	2	Core	30	
4	ENT 312	Venture Creation	2	Core	15	45
5	MKT 324	Marketing Research and Analytics	3	Core	45	

6	MKT 326	Sales Management	2	Core	30	
7	MKT 322	Consumer Behavior	3	Core	45	

Electives: 4 credits only required

#### 400 Level 1st Semester

S/N	Course Code	Course Title	Credit Unit	Status	LH	PH
1	MKT 411	Analysis for Marketing Decisions	2	Core	30	
2	MKT 413	New Product Development & Management	3	Core	30	
3	MKT 423	Global Marketing	2	Core	30	
4	MKT 425	Integrated Marketing Communications	2	Core	30	
5	BUA 401	Business Policy and Strategy	3	Core	45	
6	MKT 421	Political Marketing	3	Core	30	

Electives: 3 credits only required

#### 400 Level 2nd Semester

S/N	Course Code	Course Title	Credit Unit	Status	LH	PH
1	MKT 412	Contemporary Issues in Marketing Practice	2	Core	30	
2	MKT 416	Marketing Persuasions	2	Core	30	
3	MKT 422	Energy Marketing	2	Core	30	
4	MKT 426	Business Communication	3	Core	45	
5	MKT 424	Research Project	6	Core	270	

#### 11.0 Summary of Distribution of Course Credit at all Levels

Level	GST and Other General Courses	Subject /Specialization Area	Total
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		Compulsory	Elective	
100	8	15	4	
200	2	25	3	30
300	2	25	5	32
400	0	21		
<b>Total</b>				

## 12.0 Curriculum/Syllabus of all Courses in the Programme

### 100 Level Courses

<b>Course code</b>	<b>GST 101</b>
<b>Course title</b>	Use of English and Communication Skills
<b>Weight</b>	2 Credit Units; LH 15; PH 45
<b>Learning Outcomes</b>	<p>At the end of this course, students should be able to:</p> <ol style="list-style-type: none"><li>1. Understand the importance of English and communication skills in various personal and professional contexts.</li><li>2. Demonstrate a solid foundation in English grammar, vocabulary, and sentence structure.</li><li>3. Employ effective reading strategies to comprehend and analyse different types of texts.</li><li>4. Enhance their listening skills and effectively interpret spoken English.</li><li>5. Develop clear and coherent writing skills for different purposes and audiences.</li><li>6. Utilise idiomatic expressions and expand their vocabulary to enhance communication.</li><li>7. Apply active listening and non-verbal communication skills in interpersonal interactions.</li><li>8. Engage in effective oral communication, including presentations, group discussions, and debates.</li><li>9. Apply business communication skills, such as writing professional emails and conducting meetings.</li><li>10. Demonstrate practical interpersonal skills, including empathy, conflict resolution, and cultural sensitivity.</li><li>11. Employ digital communication skills and media literacy to navigate online platforms and evaluate information.</li><li>12. Prepare for job interviews and effectively communicate their qualifications and experiences.</li><li>13. Demonstrate an understanding of netiquette, ethical communication, and responsible use of technology.</li><li>14. Develop critical thinking skills to analyse and evaluate written and spoken content.</li></ol>

	<p>15. Engage in self-reflection and continuous improvement of their English and communication skills.</p> <p>16. Identify possible sound patterns in the English language to enhance pronunciation and communication.</p> <p>17. List notable language skills, including listening, speaking, reading, and writing, and demonstrate proficiency in each area.</p> <p>18. Classify word formation processes, such as affixation, compounding, conversion, and blending, to expand vocabulary and understand word relationships.</p>
<b>Course content</b>	<p>Sound patterns in English Language (vowels and consonants, phonetics and phonology). English word classes (lexical and grammatical words, definitions, forms, functions, usages, collocations). Sentence in English (types: structural and functional, simple and complex). Grammar and Usage (tense, mood, modality and concord, aspects of language use in everyday life). Logical and Critical Thinking and Reasoning Methods (Logic and Syllogism, Inductive and Deductive Argument and Reasoning Methods, Analogy, Generalisation and Explanations). Ethical considerations, Copyright Rules and Infringements. Writing Activities: (Pre-writing , Writing, Post writing, Editing and Proofreading; Brainstorming, outlining, Paragraphing, Types of writing, Summary, Essays, Letter, Curriculum Vitae, Report writing, Note making etc. Mechanics of writing). Comprehension Strategies: (Reading and types of Reading, Comprehension Skills, 3RsQ). Information and Communication Technology in modern Language Learning. Language skills for effective communication. Major word formation processes. Writing and reading comprehension strategies. Logical and critical reasoning for meaningful presentations. Art of public speaking and listening.</p>

<b>Course code</b>	<b>AMS 101</b>
<b>Course title</b>	<b>Basic Mathematics</b>

<b>Weight</b>	2 Units C LH 30
<b>Learning Outcomes</b>	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. define the basic concepts of mathematics;</li> <li>2. apply mathematics in the field of management;</li> <li>3. perform basic computations in Algebra, differential calculus and integral calculus; and</li> <li>4. develop problem-solving skills from the mathematical ideas learnt.</li> </ol>

<b>Course content</b>	<p>Number systems. Indices, Surds and logarithms. Polynomials. Remainder and factor theorems. Polynomial equations. Rational functions. Partial fractions. Fields. Ordered fields. Inequalities. Mathematical Induction. Permutations and combinations. Binomial theorem. Sequences and series. The quadratic equation and function. Relation between the roots and the coefficients. Complex numbers. Addition. Subtraction, multiplication and division. Argand diagram. De-Moivre's theorem, n-th roots of complex numbers. Elementary set theory. Venn diagrams and applications. De-Morgan's laws. Trigonometry. Elementary properties of basic trigonometric functions. Addition formulae and basic identities. Sine and cosine formulae. Half angle formulae. Area of a triangle. Solution of trigonometric equations. Inverse trigonometric functions. Functions. Concept and notation. Examples. Composition, exponential and logarithmic functions. Graphs and properties. Limits and continuity. Techniques for finding limits. The derivative. Calculation from first principles. Techniques of</p>
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	<p>differentiation. Chain rule. Higher order derivatives. Extremum problems. Mean-value theorem. Applications. Indeterminate forms and L' Hospital's rule. Taylor's and MaClaren's series. Curve sketching. Integrations as the reverse of differentiation, as area, as limit of finite sums. Definite integrals. Properties of definite integrals. Applications.</p>
<b>Course code</b>	<b>MKT 111</b>
<b>Course title</b>	<b>Elements of Marketing</b>
<b>Weight</b>	2 Units C LH 30
<b>Learning Outcomes</b>	<p>At the end of this course, students should be able to</p> <ol style="list-style-type: none"> <li>1. Understanding Marketing Concepts: Students will be able to demonstrate a comprehensive understanding of fundamental marketing concepts, including the marketing mix (product, price, place, promotion), market segmentation, and targeting.</li> <li>2. Market Research Proficiency: Participants will develop skills in conducting market research, including collecting and analysing data to identify consumer preferences, market trends, and competitive landscapes.</li> <li>3. Effective Communication: Students will enhance their ability to communicate marketing ideas and strategies in writing and orally, enabling them to create persuasive marketing materials and presentations.</li> <li>4. Marketing Strategy Development: Participants can develop basic marketing strategies tailored to specific target markets, considering factors like product positioning, pricing models, and promotional tactics.</li> <li>5. Ethical Marketing Practices: Students will gain an awareness of ethical considerations in marketing and the ability to analyse and make ethical decisions in marketing contexts.</li> </ol>

<b>Course content</b>	Introduction to Marketing. Marketing System and Environment. Buyer Behavior and Market Segmentation. Market Measurement and Forecasting. Market Research. The Marketing Mix - Product. Pricing Strategies. Channels of Distribution. Promotion Mix. Marketing of Professional Services and Evaluation.
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<b>Course code</b>	<b>COM 101</b>
<b>Course title</b>	Introduction to Computers
<b>Weight</b>	2 Units C LH 30
<b>Learning Outcomes</b>	<p>On successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the basic components of computers and other computing devices;</li> <li>2. Describe the various applications of computers;</li> <li>3. Explain information processing and its roles in the society;</li> <li>4. Describe the Internet, its various applications and its impact;</li> <li>5. Explain the different areas of the computing discipline and its specialisations and</li> <li>6. Demonstrate practical skills in using computers and the Internet.</li> <li>7. Understand the principles of problem-solving and algorithm design</li> <li>8. Understand the basics of programming languages.</li> <li>9. Understand data structures and algorithms</li> <li>10. Understand the different operating systems</li> <li>11. Understand computer networks</li> <li>12. Understand the ethical and social implications of computing.</li> </ol>



<b>Course content</b>	Historical prospective of computing- characteristics of each programmes in computing. Hardware, software, and human ware. Application in business and other segments of society. Information processing and its roles in society. Laboratory assignment using PC's operating system, and severally commonly used application software, such as word processors, spreadsheets, presentations, graphics and other applications. Internet and online resources, browsers, and search engines.
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<b>Course code</b>	<b>GST 109</b>
<b>Course title</b>	<b>Use of Library and ICT skills</b>
<b>Weight</b>	2 Units C LH 30
<b>Learning Outcomes</b>	<p>On successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of information literacy and its importance.</li> <li>2. Effectively search, retrieve, and evaluate information from various sources.</li> <li>3. Understand the different types of library resources and their utilisation.</li> <li>4. Use their digital literacy and ICT skills for academic and professional applications.</li> <li>5. Develop critical thinking and problem-solving abilities through research and information analysis.</li> <li>6. Foster ethical and responsible use of information and technology.</li> </ol>
<b>Course content</b>	Overview of library; Types of library; Sources of Information Cataloging and Classification; Library rules and regulations Introduction to information and communication technology (ICT) Introduction to Computer; Internet ; Introduction to Network Computer Threats.

<b>Course code</b>	<b>FIN 101</b>
<b>Course title</b>	<b>Introduction to Finance</b>
<b>Weight</b>	3 Units C LH45
<b>Learning Outcomes</b>	<p>At the end of the course, students should be able to</p> <ol style="list-style-type: none"> <li>1. Display a profound comprehension of diverse financial concepts and principles encompassing the time value of money, financial statements, financial ratio analysis, capital budget analysis, investment analysis, capital structure, and cost of capital.</li> <li>2. Utilize the principle of time value of money to evaluate bond and stock valuations effectively.</li> <li>3. Employ various capital budgeting techniques proficiently to evaluate the feasibility of capital projects.</li> <li>4. Attain a comprehensive grasp of distinct categories of fixed assets while proficiently assessing the risks and returns associated with each.</li> <li>5. Comprehend the intricacies of the cost of capital and adeptly apply it to scrutinize potential risk factors associated with future business decisions.</li> </ol>
<b>Course content</b>	Introduction to Finance. Basic Areas Of Finance. Types Of Finance. Principles Of Finance. Financial Management and Financial Instruments. Financial Statements. Financial Analysis. Financial markets. Financial Planning and Forecasting. Ethical and Social Responsibilities in Finance
<b>Course code</b>	<b>ECO 101</b>
<b>Course title</b>	<b>Principles of Economics I</b>
<b>Weight</b>	3 Units E LH 30
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. On successful completion of this module, students will be able to;</li> <li>2. identify the basic concepts in economics, including scarcity, choice and scale of preference; basic laws of demand and supply;</li> </ol>

	<ol style="list-style-type: none"> <li>3. Define economics, state its importance, and enunciate assumptions based on the definitions.</li> <li>4. Define the basic concepts in economics, including scarcity, choice and scale of preference; basic laws of demand and supply;</li> <li>5. State why and how an available choice leads to decision-making and relate basic economic concepts and problems.</li> <li>6. Explain the nature of elasticity and its applications, as well as short and long-run production functions;</li> <li>7. Discuss pricing of factors of production and market structure consisting of perfect competitive market and imperfectly competitive markets.</li> <li>8. Enumerate the importance of basic economics questions and know how to answer the questions in the decision-making process rationally.</li> <li>9. List and explain various methods of solving economic problems which lead to different types of economies.</li> <li>10. Differentiate between the different types of economies and know the weaknesses and strengths of each economic method.</li> <li>11. Explain how firms transform resources allocated (input) into product (output) and understand the circular flow of supply and demand between households and firms.</li> <li>12. Discuss price mechanism, explain the demand for a commodity concerning price changes and elucidate on factors that determine the quantity demanded and supplied.</li> <li>13. Define elasticity concerning demand and supply.</li> <li>14. Explain why governments interfere in the market price determination and how governments interfere in the market.</li> <li>15. Explain the concept of utility, marginal and total utility.</li> <li>16. Describe how inputs are employed to satisfy human wants, consumer preference, the indifference curve and the equilibrium point on the budget line.</li> </ol>
<b>Course content</b>	Introduction to Microeconomics. Economic Problems. Economic System. Demand. Theory of Demand. Supply. Concept of Factor Pricing and Output. Concept of Production and Market Structure

	Production Function/System, Theory of comparative cost. Concept of Marginal Product, Short Run Cost and Long Run Cost
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<b>Course code</b>	<b>GST 102</b>
<b>Course title</b>	Nigerian People and Culture
<b>Weight</b>	2 Units C LH 30
<b>Learning Outcomes</b>	<p>On successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Analyse the historical foundation of the Nigerian culture and arts in pre-colonial time</li> <li>2. List and identify the major linguistic groups in Nigeria</li> <li>3. Analyse the concepts of Trade, Economic and Self-reliance status of the Nigerian peoples towards national development</li> <li>4. Know How to become a citizen of Nigeria</li> <li>5. Enumerate the challenges of the Nigerian State towards Nation building</li> <li>6. Analyse the role of the Judiciary in upholding people's fundamental rights</li> <li>7. Understand the role of Military in Nigerian Politics</li> <li>8. Identify acceptable norms and values of the major ethnic groups in Nigeria</li> <li>9. List and suggest possible solutions to identifiable Nigerian environmental, moral and value problems.</li> </ol>

<b>Course content</b>	Introduction to Nigeria's People and Culture. Northern Zone. Central Zone. Western Zone. Eastern Zone. Cultural Areas of Nigeria. The Evolution of Nigeria. Military in Nigerian Politics. Nigeria and the Wider World. Environmental , Moral and Value Problems.
<b>Course code</b>	<b>MKT 112</b>

<b>Course title</b>	Principles of Project Management
<b>Weight</b>	2 Units C LH 30
<b>Learning Outcomes</b>	<p>On successful completion of the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Define the concept and purpose of project management.</li> <li>2. Identify the processes and actors in project management.</li> <li>3. Demonstrate a working knowledge of key project management methods.</li> <li>4. Describe the tools and techniques used in project management.</li> <li>5. Identify project bottlenecks and possible solutions.</li> <li>6. Apply project management principles and practices to real-world projects.</li> <li>7. Communicate effectively with project stakeholders.</li> <li>8. Lead and motivate project teams.</li> <li>9. Manage change effectively.</li> <li>10. Use project management software effectively.</li> </ol>

<b>Course content</b>	Introduction to Project Management. Project Management Framework. Project Management Methods and Approaches. Tools and Techniques in Project Management. Project Bottlenecks and Solutions. Applying Project Management Principles. Effective Communication in Project Management. Leadership and Motivation in Projects. Change Management in Projects. Project Management Software and Tools.
<b>Course code</b>	<b>AMS 102</b>
<b>Course title</b>	<b>Principles of Management</b>
<b>Weight</b>	2 Units C LH 30
<b>Learning Outcomes</b>	<p>On the successful completion of every study in this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the concept of "MANAGEMENT."</li> <li>2. Know various business functions of management.</li> </ol>

	<ol style="list-style-type: none"> <li>3. Apply the various principles learned in managerial roles in their day-by-day private management as well as give out relevant advice to those who have little or no knowledge about management.</li> <li>4. Understand the various organisational structures and the relationship between various levels of management and their stakeholders.</li> <li>5. State what would keep a manager motivated.</li> <li>6. Course Expertise: Knowledge of all the basic points given on management, its basic principles, the managerial makeup of an organisation, how to control an organisation to enhance efficiency and effectiveness, and, most importantly, using the listed knowledge as it applies to real-life managerial roles as it pertains to individuals, groups, organisations, parastatals, and even the country on a wider scope.</li> </ol>
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<b>Course content</b>	Understanding The Concept MANAGEMENT. Various types of Business Organizations. Management Theories. Main Functions in an Organization. Leadership in Management. Ethics in Management. Workplace/Organisational Diversity. Understanding and Sustaining a Firm's Competitive Advantage. Management of Innovations and Inventions(Technology). The System approach.
<b>Course code</b>	<b>ECO 102</b>
<b>Course title</b>	<b>Principles of Economics II</b>
<b>Weight</b>	2 Units C LH 30

<p><b>Learning Outcomes</b></p>	<p>On successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. explain the meaning of macroeconomics, and the basic macroeconomic concepts, as well as distinguish between microeconomics and macroeconomics;</li> <li>2. discuss the basic concept of functions, index numbers and dependent and independent variables in functions, as well as national income accounting;</li> <li>3. define money and state its characteristics, functions, and types, as well as the Keynesian motive for holding money;</li> <li>4. examine the circular flow of income with a simple two-sector model</li> <li>5. narrate the history of the Nigeria banking system, state the functions of commercial banks and narrate the growth and development of commercial banking in Nigeria;</li> <li>6. discuss merchant banking in Nigeria, the evolution of the Central Bank of Nigeria, the functions of the Central Bank, and the relationship between the Central Bank and the government;</li> <li>7. describe aggregate demand and its curve, the differences between short-run and long-run aggregate demand and supply, the nature of aggregate supply and its curve, the aggregate supply-aggregate demand model, and</li> <li>8. explain elementary issues on consumption, savings, investment, taxation and government’s revenue, expenditure and roles of domestic money and foreign exchange.</li> </ol>
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<p><b>Course content</b></p>	<p>Introduction to Macroeconomics. Treatment of Functions, Index numbers, Variables and Functional relationships. National Income. Theory of Consumption. Savings and Investment. Aggregate Demand and Supply. Money and the Banking System. Taxation and Government Expenditure. Inflation and Unemployment. Basic Terminology in External Economy.</p>
<p><b>Course code</b></p>	<p><b>BUA 102</b></p>

<b>Course title</b>	<b>Introduction to Business II</b>
<b>Weight</b>	3 Units C LH 45
<b>Learning Outcomes</b>	<p>Upon completing this module, students will have the ability to:</p> <ol style="list-style-type: none"> <li>1. Showcase a thorough understanding and expertise in the fundamental principles of business management, distinguishing between business management and administration and identifying the various types and roles of management.</li> <li>2. Explain basic management principles.</li> <li>3. Identify and analyse the concept, elements and principles of decision-making, principles and fundamentals of effective communication, and its application to real-world business scenarios.</li> <li>4. Identify the various functional area of business and describe their contribution to the organization.</li> <li>5. Identify basic principles and practices of contemporary business.</li> <li>6. Describe the basics of business ethics.</li> <li>7. Identify the business stake holders and describe their relationship with the organization.</li> </ol>

<b>Course content</b>	Overview of Management. Management Theories. Principles of Organization. Fundamentals of Business Communication. Forms of Entrepreneurship. Decision Making. Human Resource Management. Insurance. Legal Issues in Business: Sales of Goods. Legal Issues in Business: Law of Contract
<b>Course code</b>	<b>MKT 124</b>
<b>Course title</b>	<b>Computer Applications in Banking</b>
<b>Weight</b>	2 Units E LH 30



<p><b>Learning Outcomes</b></p>	<p>On successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of the evolution of banking from traditional to digital methods.</li> <li>2. Analyze and evaluate key banking operations, processes, and trends.</li> <li>3. Utilize digital banking platforms and mobile apps effectively to enhance customer experience and provide personalized services.</li> <li>4. Implement multi-channel banking strategies.</li> <li>5. Examine the impact of fintech integration in banking.</li> <li>6. Apply robust cybersecurity measures and data privacy protocols.</li> <li>7. Navigate core banking systems, CRM software, and payment processing applications.</li> <li>8. Evaluate the advantages and drawbacks of different digital payment methods.</li> <li>9. Analyze the regulatory landscape governing banking operations.</li> </ol>
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<p><b>Course content</b></p>	<p>Introduction to Computer Applications in Banking. Digital Banking Platforms. Fintech Integration. Cybersecurity and Data Privacy in Banking. Customer Relationship Management (CRM) Software. Banking Software and Applications. Digital Payment Systems and Innovations. Record Keeping in Digital Banking. Regulatory Compliance and Technology. Future Trends in Banking Technology.</p>
<p><b>Course code</b></p>	<p>MKT 122</p>
<p><b>Course title</b></p>	<p>Marketing of Financial Service</p>
<p><b>Weight</b></p>	<p>2 Units C LH 30</p>
<p><b>Learning Outcomes</b></p>	<p>On successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Recognize the structure and the component parts of the financial sector;</li> <li>2. Apply marketing mix elements in serving customers of these component parts;</li> </ol>

	<p>3. Identify the product lines in insurance and their marketing application;</p> <p>4. Analyse the nature of banking services and marketing strategies required and</p> <p>5. Comprehend the marketing application to pension and stock market services.</p> <p>6. Understand the different types of financial customers and their needs.</p> <p>7. Analyse the competitive landscape in the financial services industry.</p> <p>8. Use technology to enhance the marketing of financial services.</p> <p>9. Develop and implement marketing plans for financial services products and services.</p> <p>10. Evaluate the effectiveness of marketing campaigns for financial services.</p>
<b>Course content</b>	<p>The Nature and Scope of Marketing in the Financial Services Sector. Digital Side of Financial Services Marketing. Strategies for achieving Customer satisfaction. Branding in the Financial services sector. Marketing of Insurance Services. Marketing of Banking Services. Marketing of Stock, Bonds and associated services. Brokerage firms and their marketing strategies. Pension and Accounting Services. Marketing of Credit Products.</p>

## 200 Level Courses

<b>Course code</b>	<b>GST 201</b>
<b>Course title</b>	<b>Philosophy, Logic, and Human Existence</b>
<b>Weight</b>	2Units C LH30

<b>Learning Outcomes</b>	<p>At the end of this course, students should be able to</p> <ol style="list-style-type: none"> <li>1. Analyze the concept of humanity, including its origin, philosophical underpinnings, and cosmic environment.</li> <li>2. Develop and enhance logical and critical thinking skills for effective problem-solving and decision-making.</li> <li>3. Identify and appreciate the fundamental roles of science and technology within human society and services.</li> <li>4. Describe both renewable and non-renewable environmental resources available in Nigerian society.</li> <li>5. Recognize and apply resource conservation tools and techniques to promote sustainable environmental practices.</li> <li>6. Analyze the environmental impacts of plastics and other forms of waste, and propose mitigation strategies.</li> <li>7. Suggest viable management techniques and solutions for identifiable environmental challenges faced in various areas of Nigerian society.</li> <li>8. Identify and describe unethical behavior patterns that can hinder human societal growth and development.</li> </ol>
<b>Course content</b>	<p>Introduction to Humanity and Philosophy. Developing Logical and Critical Thinking Skills. Science and Technology in Human Society. Environmental Resources in Nigerian Society. Climate Change and Sustainable Development. Environmental Effects of Plastics and Waste. Elements of Environmental Studies. Environmental Challenges in Nigerian Society. National Development Plans for a Sustainable Environment. Global Action for Environmental Sustainability</p>

<b>Course code</b>	<b>MKT 203</b>
<b>Course title</b>	<b>Introduction to Marketing Psychology</b>
<b>Weight</b>	2Units C LH30

<b>Learning Outcomes</b>	<p>Upon completing this module, students will have the ability to:</p> <ol style="list-style-type: none"> <li>1. Understand the basic principles of Psychology that apply to Marketing.</li> <li>2. Apply these principles to Marketing.</li> <li>3. Apply psychological concepts to analyse consumer behaviour.</li> <li>4. Evaluate the effectiveness of marketing strategies from a psychological perspective.</li> <li>5. Identify the founding fathers in psychology and their works.</li> <li>6. Identify psychological theories that shape marketing thought.</li> <li>7. List the contributions of psychology to the development of marketing principles.</li> </ol>
<b>Course content</b>	History of Psychology. Theories in Psychology. Founding Fathers in Psychology. Andrasen's Model. Kurt Lewin Model. Gestalt's Model. Kotler's Behavioural Choice Model. Engel Kollat and Blackwell Model. Allport's Socio-Psychoanalytic Model. Types of Psychology.
<b>Course code</b>	<b>MKT 211</b>
<b>Course title</b>	Principles of Marketing Management
<b>Weight</b>	2Units C LH30

<b>Learning Outcomes</b>	<p>Upon successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Exhibit deep marketing knowledge, including principles, environmental factors, and industry evolution.</li> <li>2. Apply marketing concepts like segmentation, targeting, pricing, and promotion in real business scenarios.</li> <li>3. Evaluate consumer behaviour and apply insights in marketing decisions for both consumers and businesses.</li> <li>4. Show proficiency in product planning, branding, and considering the product life cycle.</li> </ol>
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	<p>5. Master pricing strategies, considering objectives, factors, methods, and ethics.</p> <p>6. Develop integrated marketing communication strategies, advertising, promotions, and selling techniques.</p>
<b>Course content</b>	<p>Introduction to Marketing Management. Market Segmentation and Targeting. Product Strategy. Pricing Strategy. Promotion Strategy. Distribution Strategy. Marketing Research. Marketing Planning and Implementation. Social Responsibility and Ethics in Marketing. Emerging Trends in Marketing.</p>

<b>Course code</b>	<b>MKT 221</b>
<b>Course title</b>	<b>Service and Social Marketing</b>
<b>Weight</b>	2Units C LH30

<b>Learning Outcomes</b>	<p>At the end of this course, students should be able to;</p> <ol style="list-style-type: none"> <li>1. analyse the dynamics of marketing mix strategies in various service sectors of the economy</li> <li>2. Explain the problems and prospects of service marketing in contemporary organisation</li> <li>3. Show how marketing concepts apply to not-for-profit organisations and the strategies involved</li> <li>4. Identify market forces and customer's expectations</li> <li>5. articulate the various models of buyer behaviour in the service industry</li> <li>6. Develop appropriate marketing strategies based on the market mix</li> <li>7. Comprehend the importance of quality in exceeding customer's expectations</li> <li>8. Track customer expectations by using various customer research methods</li> <li>9. Articulate the various elements of successful customer services</li> <li>10. implement control and monitoring programmes to ensure that quality is maintained and improved where possible</li> <li>11. communicate the importance of direct marketing in CRM.</li> </ol>
<b>Course content</b>	<p>Introduction to Service and Social Marketing. Theories and Concepts in Social Marketing. Marketable Services. Types of Marketing in the Service Sector. Marketing Mix Management in the Service Industry. Customer Service Excellence. Service Failure and Recovery. Social Marketing Concepts and Issues. Social Marketing Applications. Customer Relationship Management (CRM).</p>

<b>Course code</b>	<b>ENT 211</b>

<b>Course title</b>	<b>Entrepreneurship and Innovation</b>
<b>Weight</b>	2Units C LH15 PH45
<b>Learning Outcomes</b>	<p>Upon the completion of this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the concepts and theories of entrepreneurship, intrapreneurship, opportunity seeking, new value creation, and risk-taking;</li> <li>2. State the characteristics of an entrepreneur;</li> <li>3. Analyse the importance of micro and small businesses in wealth creation, employment, and financial independence;</li> <li>4. Engage in entrepreneurial thinking;</li> <li>5. Evaluate and apply funding strategies;</li> <li>6. Identify key elements in innovation;</li> <li>7. Design and execute innovative business models;</li> <li>8. Describe stages in enterprise formation, partnership and networking, including business planning;</li> <li>9. Describe contemporary entrepreneurial issues in Nigeria, Africa and the rest of the world;</li> <li>10. Navigate legal and ethical challenges in entrepreneurship and</li> <li>11. State the basic principles of e-commerce.</li> </ol>
<b>Course content</b>	<p>Introduction to Entrepreneurship. Rationale and Relevance of Entrepreneurship. Characteristics of Entrepreneurs. Entrepreneurial thinking. Innovation and its dimensions. Enterprise formation and ownership. Contemporary Entrepreneurship Issues. Entrepreneurship in Nigeria. Overcoming Environmental and Cultural Barriers to. Entrepreneurship. Principles of E-Commerce.</p>

<b>Course code</b>	<b>FIN 205</b>
<b>Course title</b>	<b>Corporate Finance</b>
<b>Weight</b>	2Units C LH45

<p><b>Learning Outcomes</b></p>	<p>On completing the course, participants will achieve the following learning outcomes:</p> <ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of corporate finance principles, including the roles and responsibilities of financial managers in dynamic markets.</li> <li>2. Grasp the significance of financial analysis in dissecting cash flows, interpreting earnings statements, and navigating complex balance sheets for informed decision-making.</li> <li>3. Identify investment opportunities, assess risk and return dynamics, and apply valuation techniques to make sound investment decisions.</li> <li>4. Comprehend the complexities of capital structure policies, including the trade-off between debt and equity and their impact on financial criteria.</li> <li>5. Craft and implement effective equity capital and dividend policies that align with corporate objectives and create shareholder value.</li> <li>6. Apply financial analysis techniques and critical thinking skills to real-world financial challenges, enabling informed financial decision-making.</li> <li>7. Navigate financial markets, understand the time value of money, and assess factors influencing financial asset pricing, including the CAPM model.</li> <li>8. Manage financial risk by identifying sources of risk, measuring risk, and developing effective risk management strategies.</li> <li>9. Examine corporate structures, including mergers, demergers, and leveraged buyouts, and understand their implications for financial decision-making.</li> <li>10. Enhance financial management skills in cash flow, asset-based financing, and net debt and financial risk management.</li> <li>11. Promote value creation by analysing financial data, assessing solvency, and fostering a value-driven approach to finance.</li> </ol>
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<b>Course content</b>	Corporate Finance Basics. Financial Analysis. Financial Analysis and Forecasting. Investment Analysis. Risk and Return. Financial Securities. Capital Structure Policies. Capital Structure and the Theory of Perfect Capital Markets. Valuation and Financial Engineering. Equity Capital and Dividend Policies.
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<b>Course code</b>	<b>BBA 104</b>
<b>Course title</b>	<b>Business Law I</b>
<b>Weight</b>	2Units E LH30
<b>Learning Outcomes</b>	<p>On successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand some aspects of business law in Nigeria.</li> <li>2. Appreciate that the law recognizes the freedom of individuals to enter into contractual and commercial transactions.</li> <li>3. Understand the role of contracts as the basis or foundation of business transactions in Nigeria.</li> <li>4. To provide students with an understanding of the legal framework within which businesses operate. This includes an overview of the legal system, the role of law in business, and the sources of business law.</li> <li>5. To familiarise students with contract law. Students will learn about the elements of a contract, contract formation, rights and obligations of the parties, and remedies for breach of contract.</li> </ol>
<b>Course content</b>	Introduction to Business Law. Formation of a contract: Offer, Acceptance Formation of Contract: Consideration, Intention to enter legal relations. Terms of a contract. Capacity and privity of contract. Vitiating elements of a contract. Vitiating elements of a contract. Discharge of Contract: Performance Agreement. Discharge of Contract:Breach. Frustration. Remedies for Breach of Contract.

<b>Course code</b>	MKT 213
<b>Course title</b>	Entrepreneurial Marketing
<b>Weight</b>	2Units C LH30
<b>Learning Outcomes</b>	<p>On successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the different types of entrepreneurial marketing strategies and how to choose the right one for a particular business.</li> <li>2. Develop marketing campaigns that are effective in reaching and engaging target customers.</li> <li>3. Use data and analytics to track the effectiveness of marketing campaigns and make necessary adjustments.</li> <li>4. Build and manage a strong brand for a new venture.</li> <li>5. Create and maintain a positive online presence for a new venture.</li> <li>6. Develop and implement marketing strategies that are sustainable and scalable.</li> <li>7. Foster a culture of innovation and creativity in marketing.</li> <li>8. Stay up-to-date on the latest trends in marketing.</li> <li>9. Be able to effectively communicate marketing ideas to others.</li> <li>10. Work effectively with other departments, such as sales, product development, and finance, to ensure that marketing strategies are aligned with the overall business goals.</li> </ol>
<b>Course content</b>	<p>Understanding Entrepreneurial Marketing Strategies  Developing Marketing Campaigns. Using Data and Analytics to Track Marketing Campaigns. Building and Managing a Strong Brand for a New Venture. Creating and Maintaining a Positive Online Presence for a New Venture. Developing and Implementing Marketing Strategies That Are Sustainable and Scalable. Fostering a Culture of Innovation and Creativity in Marketing</p>

	Staying Up-to-Date on the Latest Trends in Marketing Being Able to Effectively Communicate Marketing Ideas to Others Working Effectively with Other Departments.
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<b>Course code</b>	<b>MKT 212</b>
<b>Course title</b>	<b>Business to Business Marketing</b>
<b>Weight</b>	2 Units C LH30
<b>Learning Outcomes</b>	<p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Gain insight into the distinctive obstacles and advantages of marketing in the B2B industry.</li> <li>2. Analyse B2B markets and identify target markets</li> <li>3. Develop marketing strategies for B2B businesses</li> <li>4. Design product and pricing strategies for B2B businesses</li> <li>5. Build and manage sales and distribution channels for B2B businesses</li> <li>6. Develop integrated marketing communications programs for B2B businesses</li> <li>7. Understand the global B2B marketing environment</li> </ol>
<b>Course content</b>	Introduction to Business to Business (B2B) Marketing. Identifying B2B Target Markets. Crafting B2B Marketing Strategies. Building B2B Branding and Positioning. B2B Lead Generation and Customer Acquisition. B2B Relationship Management and Account-Based Marketing. B2B Marketing Analytics and Measurement. B2B Pricing and Negotiation Strategies. B2B Digital Marketing and E-commerce. B2B Marketing Trends and Future Perspectives.

<b>Course code</b>	<b>MKT 220</b>
<b>Course title</b>	<b>Food &amp; Agricultural Marketing</b>
<b>Weight</b>	2 Units C LH30
<b>Learning Outcomes</b>	<p>At the end of the course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Discover the relevance of marketing to the agricultural and food sectors in developing countries;</li> <li>2. Explain the meaning of the marketing concept in the context of agricultural;</li> <li>3. Implement the marketing concept throughout food and agricultural marketing systems;</li> <li>4. Relate the functions of marketing in the food agricultural chain; and</li> <li>5. Illustrate the models of operation of some of the major types of agricultural and food marketing enterprises.</li> </ol>

<b>Course content</b>	<p>Understanding Agricultural Marketing in Developing Nations. The Marketing Concept in Agricultural Context. Marketing Strategies for Sustainable Agriculture. Functions of Marketing in the Agricultural Chain. Agricultural and Food Marketing Enterprises. Market Research Techniques in Agriculture. Consumer Behavior in Agricultural Markets. Marketing Information Systems in Agriculture. Supply Chain Dynamics in Agriculture. Creating a Brand Identity for Agricultural Products.</p>
<b>Course code</b>	<b>MKT 222</b>
<b>Course title</b>	<b>Retail &amp; Wholesale Management</b>
<b>Weight</b>	2 Units C LH30

<b>Learning Outcomes</b>	<p>Upon successful completion of the Retail and Wholesale Management course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. describe the concept of retail and wholesale management;</li> <li>2. comprehend the crucial roles of retail and wholesale in the distribution process;</li> <li>3. explain functions of retail and wholesale intermediaries in the economy; and</li> <li>4. demonstrate the knowledge of materials and purchasing management functions with respect to retailing and wholesaling.</li> </ol>
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<b>Course content</b>	<p>Introduction to Retail and Wholesale Management. Strategic Planning in Retail and Wholesale. Store Operations Management. Visual Merchandising and Store Layout. Customer Service Excellence in Retail and Wholesale. Sales and Marketing Strategies. Emerging Trends in Retail and Wholesale. Financial Management in Retail and Wholesale. Merchandise Planning and Inventory Control. Global Retailing and Future of Retail and Wholesale.</p>
<b>Course code</b>	<b>MKT 224</b>
<b>Course title</b>	Online Public Relations & Reputation Management
<b>Weight</b>	2 Units C LH30
<b>Learning Outcomes</b>	<p>On successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. discuss the nature and scope of online public relations and reputation management.</li> <li>2. differentiate between public relations and other promotional tools;</li> <li>3. describe the tools applicable in promoting business through online channels;</li> <li>4. identify the role of public relations in organisational branding;</li> </ol>

	<ol style="list-style-type: none"> <li>5. show ways by which an organisation's reputation can be effectively managed;</li> <li>6. develop a public relations plan and evaluate its results; and</li> <li>7. integrate offline and online public relations with social media.</li> <li>8. Analyse the impact of social media on public relations and reputation management.</li> <li>9. Use data analytics to measure the effectiveness of online public relations campaigns.</li> <li>10. Develop and implement crisis communication plans for online platforms.</li> <li>11. Navigate the ethical considerations of online public relations.</li> <li>12. Apply the principles of online public relations to a specific industry or sector.</li> </ol>
<b>Course content</b>	<p>Introduction to Public Relations. Goals and Tools of Public Relations. Differences between Advertising and Public Relations. The nature and tools of online public relations. The Nature and goals of reputation Management. Tools of online reputation Management. Promoting business through online channels. Monitoring conversations and damage mitigation public relations in organisations. PR and reputation management compared. Ways by which an organisation's reputation can be effectively managed.</p>
<b>Course code</b>	FIN 202
<b>Course title</b>	International Finance
<b>Weight</b>	3 Units C LH45
<b>Learning Outcomes</b>	<p>On successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Definition of international finance</li> <li>2. Know the concept of International trade</li> <li>3. Know Balance of payment</li> <li>4. Adjustment of balance of payment</li> <li>5. Know the Foreign exchange market</li> <li>6. Efficiency of foreign exchange market</li> </ol>

	<ul style="list-style-type: none"> <li>7. Global Economic Environment</li> <li>8. International Finance Institutions</li> <li>9. Market covered by international finance</li> <li>10. Functions of international finance</li> <li>11. Features, instruments and performance of international finance</li> <li>12. Nature of Capital</li> <li>13. International capital flow</li> <li>14. Internal and external debts</li> <li>15. Debt financing portfolio</li> </ul>
<b>Course content</b>	Introduction to International Finance. Functions of International Finance. Market Covered by International Finance. International Trade and Balance of Payment. Adjustment of Balance of Payment. Foreign Exchange Market and Efficiency. International Capital Flow. Debt Financing Portfolio. Global Economic Environment. International Finance Institutions.
<b>Course code</b>	MKT 218
<b>Course title</b>	International Marketing
<b>Weight</b>	3 Units C LH45
<b>Learning Outcomes</b>	<p>On successful completion of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>1. Demonstrate knowledge and understanding of the Global market.</li> <li>2. Understand the Market environment and its impact.</li> <li>3. Apply knowledge and understanding of International marketing, setting up an international business (it does not have to be big yet)</li> </ul>
<b>Course content</b>	Introduction to International Marketing. Understanding Global Market Environments. International Market Entry Strategies. Developing Effective International Marketing Strategies. International Promotion. Cultural Intelligence in International Marketing. International Distribution in Global Business. Personal Selling. Ethical and Legal Aspects of International Marketing. Crisis Management and Risk Mitigation in Global Markets.

<b>Course code</b>	BBA 205
<b>Course title</b>	Business Law II
<b>Weight</b>	2 Units E LH30
<b>Learning Outcomes</b>	<p>On successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand some aspects of business law in Nigeria.</li> <li>2. Appreciate the various legal relationships that exist and how they differ from each other.</li> <li>3. Understand the workings of these relationships and the rights and liabilities of parties to such relationships as the building blocks of business transactions in Nigeria.</li> <li>4. To provide students with an understanding of the legal framework within which these relationships operate. This includes an overview of the legal system, the role of law in business, and the sources of business law.</li> <li>5. To familiarize students with the various relationships that exist in law. Students will learn about the creation and formation of these relationships, the elements, rights, and obligations of the parties, and remedies for breach of contract.</li> </ol>
<b>Course content</b>	Law of Agency I. Law of Agency II. Sale of Goods I. Sale of Goods II. Hire Purchase I. Hire Purchase II. Law of Insurance I. Law of Insurance II. Copyright law. Negotiable Instruments.

### 300 Level Courses

<b>Course code</b>	<b>MKT 303</b>
<b>Course title</b>	<b>Legal Aspects of Marketing</b>
<b>Weight</b>	3 Units C LH45



<p><b>Learning Outcomes</b></p>	<p>At the end of the course, the students should be able to:</p> <ol style="list-style-type: none"> <li>1. Define money and understand its different types and characteristics.</li> <li>2. Explain the functions of money and how it affects the economy.</li> <li>3. Analyze the determinants of money demand and supply.</li> <li>4. Understand the history of the Nigerian banking system and the different reforms that have been implemented.</li> <li>5. Identify the different types of financial institutions in Nigeria and their functions.</li> <li>6. Explain the role of the Central Bank of Nigeria in the Nigerian financial system.</li> <li>7. Describe the different types of commercial banks in Nigeria and their functions.</li> <li>8. Understand the role of merchant banks and development banks in Nigeria's financial system.</li> <li>9. Identify the different types of non-bank financial institutions in Nigeria and their functions.</li> <li>10. Explain the different types of financial markets and their functions.</li> <li>11. Understand the different types of capital and how they are raised in the capital market.</li> <li>12. Explain the different international monetary systems and their impact on developing countries.</li> <li>13. Understand the objectives, structure, and functions of the International Monetary Fund (IMF).</li> <li>14. Understand the origins, organization, functions, and objectives of the World Bank.</li> <li>15. Understand the history, financial products and African Development Bank (AfDB) roles.</li> </ol>
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<p><b>Course content</b></p>	<p>Introduction to Money. Demand for Money. Supply of Money. History of Nigerian Banking System. Financial Institutions in Nigeria and Types of Financial Institution. Commercial Banks. Merchant Banks and Development Banks. Non-Bank Financial Institutions And</p>
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	Financial markets. International Monetary Systems. International Monetary Funds.
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<b>Course code</b>	<b>MKT 311</b>
<b>Course title</b>	<b>Digital Marketing Management</b>
<b>Weight</b>	3 Units C LH45
<b>Learning Outcomes</b>	<p>On successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Immerse yourself in the vibrant landscape of entrepreneurship. Dive into its foundations, explore the qualities of successful entrepreneurs, and grasp the pivotal role entrepreneurship plays within the broader business ecosystem.</li> <li>2. Demystify the essentials of accounting as the backbone of informed decision-making. Uncover the intricacies of financial data collection, analysis, and interpretation that propel businesses forward.</li> <li>3. Navigate the intricate path of entrepreneurship from conception to fruition. Unearth the stages of the entrepreneurial journey, discovering how ventures evolve and adapt.</li> <li>4. Craft a robust roadmap for entrepreneurial triumph. Learn the art of developing a strategic business plan that aligns goals, resources, and actions, setting the stage for sustainable growth.</li> <li>5. Master the intricacies of managing and leading a thriving venture. Delve into dynamic leadership strategies tailored for the unique challenges of start-ups and SMEs.</li> <li>6. Embrace the unpredictable nature of entrepreneurship. Learn how to harness uncertainty as a catalyst for innovation, propelling your venture towards new horizons.</li> <li>7. Traverse the multifaceted landscape of finance options available to entrepreneurs. Explore diverse sources of capital</li> </ol>

	<p>that fuel business expansion and delve into the art of effective fundraising.</p> <p>8. Unleash the power of impactful marketing within entrepreneurship. Acquire skills in crafting compelling narratives, identifying target audiences, and creating strategies that resonate in the market.</p> <p>9. Understand the dynamics of organisational design. Learn how to structure your venture for maximum efficiency, seamless collaboration, and sustainable growth.</p> <p>10. Synthesise entrepreneurship with accounting acumen. Gain insights into how financial statements mirror the health of your venture and facilitate well-informed decision-making.</p>
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<b>Course content</b>	Overview of Entrepreneurship. Overview of Accounting. The Entrepreneurial Process. Strategic Business Plan. Entrepreneurial Management. Uncertainty and Innovation in Entrepreneurship. Source of Finance or Capital Marketing. Organisational Structure. Accounting and Financial Statements.
<b>Course code</b>	<b>MKT 313</b>
<b>Course title</b>	<b>Marketing Practicum</b>
<b>Weight</b>	2 Units C LH15 PH45
<b>Learning Outcomes</b>	<p>On successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply the current best practices in marketing operations;</li> <li>2. Design products/ services in line with consumer needs and develop the relevant marketing strategies;</li> <li>3. Formulate profit-maximising and value-creating strategies in place of sales-building strategies.</li> <li>4. Develop analytical, problem solving and sound decision-making skills in marketing.</li> <li>5. Understand the different marketing functions and how they work together to achieve business goals. This includes</li> </ol>

	<p>understanding market research, product development, pricing, promotion, and distribution.</p> <ol style="list-style-type: none"> <li>6. Apply marketing concepts and theories to real-world problems. This involves being able to identify and analyse marketing problems, develop and implement marketing solutions, and evaluate the results of marketing campaigns.</li> <li>7. Develop marketing plans that are aligned with the organisation's overall goals and objectives. This includes setting clear marketing goals, developing strategies to achieve those goals, and allocating resources effectively.</li> <li>8. Communicate effectively with internal and external stakeholders. This involves being able to write clear and concise marketing reports, presentations, and proposals.</li> <li>9. Demonstrate ethical and professional behaviour in all marketing activities.</li> </ol>
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<b>Course content</b>	Overview of Marketing. Marketing Environment. Marketing Operations. Marketing Segmentation and Target Marketing. Marketing for Profit. Marketing Analytics. Marketing in a Digital Age. Strategic Marketing Planning. Marketing Communication. Ethical and Professional Marketing.
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<b>Course code</b>	<b>MKT 329</b>
<b>Course title</b>	<b>Marketing and Social Media</b>
<b>Weight</b>	2 Units C LH30

<b>Learning Outcomes</b>	<p>At the end of this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. <b>Develop Social Media Marketing Strategies:</b> Participants will learn how to formulate effective marketing strategies specifically tailored for various social media platforms, including Facebook, Instagram, Twitter, and LinkedIn.</li> <li>2. <b>Create Compelling Social Media Content:</b> Students will gain the skills to produce engaging and relevant content that resonates with target audiences on social media, encompassing text, images, videos, and interactive elements.</li> <li>3. <b>Measure and Analyse Social Media Performance:</b> Participants will acquire the ability to use analytics tools to track and evaluate the success of social media campaigns, enabling data-driven decision-making.</li> <li>4. <b>Understand Influencer Marketing:</b> This course will provide insights into the world of influencer marketing, teaching students how to identify, collaborate with, and measure the impact of influencers on brand promotion.</li> <li>5. <b>Integrate Social Media into Holistic Marketing Strategies:</b> Students will learn how to seamlessly integrate social media initiatives into broader marketing plans, ensuring alignment with overall business goals.</li> </ol>
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<b>Course content</b>	<p>Introduction to Marketing and Social Media. Social Media Strategy Development. Content Creation and Curation. Social Media Advertising. Social Media Engagement and Community Management. Metrics and Analytics. Social Media Campaigns. Influencer Marketing. Emerging Trends in Social Media Marketing. Social Media Marketing Strategies.</p>
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<b>Course code</b>	<b>MKT 323</b>
<b>Course title</b>	<b>Marketing Operations Management</b>

<b>Weight</b>	2 Units C LH30
<b>Learning Outcomes</b>	<p>On successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the concept of decision-making in marketing</li> <li>2. Explain the theoretical foundation for marketing management</li> <li>3. Relate the techniques of marketing operations measurement and facility location</li> <li>4. Comprehend sales and profit equations as tools for marketing planning and control</li> <li>5. Employ the theory of marketing resource allocation in profit and sales planning</li> <li>6. Understand the role of technology in marketing operations</li> <li>7. Apply marketing analytics to improve marketing performance</li> <li>8. Communicate effectively with marketing and operations stakeholders</li> <li>9. Work effectively in a cross-functional team environment</li> <li>10. Demonstrate ethical decision-making in marketing</li> </ol>

<b>Course content</b>	<p>Introduction to marketing decision-making. Decision Trees and Mathematical Programming. Application of decision-making techniques to marketing problems. Quality control, product planning and sales measurement. Facility location, profit planning, sales scheduling and sequencing in Marketing. Program Evaluation and Review Technique in Marketing. Sales, profit equations and mapping territories. Mapping Territories in Marketing (Continuation). Introduction to Marketing Analytics. Marketing in a cross-functional team environment.</p>
<b>Course code</b>	<b>MKT 327</b>
<b>Course title</b>	<b>Marketing Ethics</b>
<b>Weight</b>	2 Units C LH30

<b>Learning Outcomes</b>	<p>On completing this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Grasp the significance of marketing ethics and its historical background.</li> <li>2. Apply ethical decision-making frameworks to identify and address ethical principles in marketing.</li> <li>3. Comprehend consumer rights, deceptive advertising, product safety, liability, privacy, data protection, and consumer protection laws.</li> <li>4. Comprehend the aspects of truth in advertising, ethical considerations in social media, influencer marketing, native advertising, greenwashing, and cause-related marketing.</li> <li>5. Understand the tenets of ethical leadership, workplace inclusivity, diversity, handling sexual harassment and discrimination issues, whistleblowing procedures, and ethics training through code of conduct.</li> </ol>
<b>Course content</b>	<p>Introduction to Marketing Ethics. Consumer Rights and Responsibilities. Ethical Marketing Communications. Ethics in Product Development. Ethics in Pricing and Distribution. Ethics in Sales and Promotion. Ethics in International Markets. Ethics in Digital Marketing. Social Responsibility and Sustainability. Ethics in Marketing Research.</p>
<b>Course code</b>	
<b>Course title</b>	
<b>Weight</b>	
<b>Learning Outcomes</b>	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. recognize the concepts and issues of strategic marketing management;</li> <li>2. analyse the strategic marketing process;</li> <li>3. examine the five competing philosophies in marketing;</li> <li>4. describe marketing in the corporate environment, cost and profitability analysis;</li> <li>5. explain the contemporary issues in strategic marketing management;</li> </ol>

	<ul style="list-style-type: none"> <li>6. apply marketing concepts and theories to real-world problems;</li> <li>7. develop marketing plans and strategies;</li> <li>8. communicate effectively with marketing stakeholders;</li> <li>9. use technology to support marketing activities</li> </ul>
<b>Course content</b>	<p>Recognising the Concepts and Issues of Strategic Marketing Management. Analysing the Strategic Marketing Process. Examining the Five Competing Philosophies in Marketing. Describing Marketing in the Corporate Environment, Cost and Profitability Analysis. Explaining the Contemporary Issues in Strategic Marketing Management. Applying Marketing Concepts and Theories to Real-World Problems. Developing Marketing Plans and Strategies. Communicating Effectively with Marketing Stakeholders. Using Technology to Support Marketing Activities. Final Project.</p>

<b>Course code</b>	<b>MKT 304</b>
<b>Course title</b>	<b>Marketing Theory</b>
<b>Weight</b>	2 Units C LH30



<b>Learning Outcomes</b>	<p>At the end of this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate Knowledge of Marketing Theories: Participants will develop a deep understanding of foundational marketing theories and concepts, including consumer behaviour, market segmentation, and marketing strategies.</li> <li>2. Apply Marketing Concepts to Real-World Cases: Students will be able to analyse and apply marketing theories to real-world business scenarios, enhancing their problem-solving and decision-making skills.</li> <li>3. Develop Strategic Marketing Plans: Participants will learn how to create comprehensive marketing plans that incorporate theoretical knowledge, showcasing their ability to develop effective marketing strategies.</li> <li>4. Evaluate Ethical Implications: Students will critically assess the ethical dimensions of marketing decisions and practices, emphasising their commitment to ethical conduct in the field of marketing.</li> <li>5. Communicate Effectively: Through assignments, and discussions, participants will enhance their communication skills, which are vital for conveying marketing strategies and insights to diverse stakeholders.</li> </ol>
<b>Course content</b>	<p>Introduction to Marketing Theory. Needs and Techniques of Marketing Management. Stages of Market Theory Development. Evolution of Marketing Theories. Marketing Mix Management Paradigm. Relationship Management in Marketing. Dimensions of Marketing Thought. Identity Crisis in Marketing. Emerging Trends in Marketing. Future Directions in Marketing Theory.</p>

<b>Course code</b>	<b>GST 312</b>
<b>Course title</b>	<b>Peace and Conflict Resolution</b>
<b>Weight</b>	2 Units C LH 30

<b>Learning Outcomes</b>	<p>On successful completion of this module, students will be able to;</p> <ol style="list-style-type: none"> <li>1. Analyse the concepts of peace, conflict and security;</li> <li>2. List major forms, types and root causes of conflict and violence;</li> <li>3. Differentiate between conflict and terrorism;</li> <li>4. Enumerate security and peace-building strategies; and</li> <li>5. Describe the roles of international organisations, media and traditional institutions in peace-building</li> <li>6. Explain the relationship between peace, conflict and security.</li> <li>7. Analyse the different theories of conflict and conflict resolution.</li> <li>8. Apply conflict resolution skills to real-world situations.</li> <li>9. Evaluate the effectiveness of different peace-building strategies.</li> <li>10. Develop a personal commitment to peace and conflict resolution.</li> </ol>
<b>Course content</b>	<p>INTRODUCTION TO PEACE AND CONFLICT RESOLUTION. CONFLICT ANALYSIS. CAUSES &amp; TYPES OF CONFLICT. ROOT CAUSES OF CONFLICT AND VIOLENCE IN AFRICA SELECTED CONFLICT CASE STUDIES. CONFLICT TRANSFORMATION. HUMANITARIAN INTERVENTION. PEACE MEDIATION AND PEACEKEEPING. AGENTS OF CONFLICT RESOLUTION. ROLES OF INTERNATIONAL ORGANISATIONS IN CONFLICT RESOLUTION.</p>

<b>Course code</b>	<b>MKT 312</b>
<b>Course title</b>	<b>Logistics &amp; Distribution Management</b>
<b>Weight</b>	2 Units C LH 30
<b>Learning Outcomes</b>	<p>Upon completion of this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the nature and scope of logistics in marketing management;</li> <li>2. Describe the various types of distribution channels;</li> <li>3. Relate the intensity of channel coverage; and</li> <li>4. Explain contemporary issues in logistics and distribution management.</li> </ol>

<b>Course content</b>	Role of Logistics in Marketing Management. Types of Distribution Channels. Channel Coverage Intensity Strategies. Distribution Channel Design and Management. E-commerce Logistics and Distribution. Global Supply Chain Management. Emerging Technologies in Logistics. Green Logistics and Sustainability. Resilience in Supply Chains. Customer-Centric Logistics.
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<b>Course code</b>	<b>ENT 312</b>
<b>Course title</b>	<b>Venture Creation</b>
<b>Weight</b>	2 Units C LH15 PH45
<b>Learning Outcomes</b>	<p>At the end of this course, students, through case study and practical approaches, should be able to:</p> <ol style="list-style-type: none"> <li>1. Describe the key steps in venture creation;</li> <li>2. Spot opportunities in problems and in high potential sectors regardless of geographical location;</li> <li>3. State how original products, ideas, and concepts are developed</li> <li>4. Develop business concept for further incubation or pitching for funding.</li> <li>5. Identify key sources of entrepreneurial finance;</li> <li>6. Implement the requirements for establishing and managing micro and small enterprise</li> <li>7. Conduct entrepreneurial marketing and e-commerce</li> <li>8. Apply a wide variety of emerging technological solutions to entrepreneurship; and</li> <li>9. Appreciate why ventures fail due to lack of planning and poor implementation.</li> </ol>

<b>Course content</b>	Introduction to Venture Creation. Opportunity Identification. New Business Development. Entrepreneurial Finance. Entrepreneurial Marketing and E-commerce. Small Business Management and Family Business. Leadership and Management. Negotiations and Business
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	Communication. Technological Solutions for Entrepreneurship. Business Applications of New Technologies.
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<b>Course code</b>	<b>MKT 324</b>
<b>Course title</b>	<b>Marketing Research and Analytics</b>
<b>Weight</b>	3 Units C LH45
<b>Learning Outcomes</b>	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the various business research tools to market analysis and opportunities' identification.</li> <li>2. Evaluate the dimension of consumer behaviour analysis, the problems and prospects of business research.</li> <li>3. Examine the use of digital analytics to understand online customer behaviour.</li> <li>4. Explain the concepts of digital marketing intelligence.</li> <li>5. Develop and execute marketing research projects.</li> <li>6. Apply marketing analytics to make decisions.</li> <li>7. Communicate marketing research findings.</li> <li>8. Adhere to ethical standards in marketing research.</li> <li>9. Use marketing research to improve business performance.</li> </ol>
<b>Course content</b>	Introduction To Marketing Research And Analytics. Developing A Research Plan. Data Collection And Analysis. Communicating Research Results. Understanding Market Segmentation. Measuring Marketing Campaign Effectiveness. Utilising Data For Better Decision Making. Ethics In Marketing Research. Application Of Digital Analytics. Advanced Topics In Marketing Research.

<b>Course code</b>	<b>MKT 326</b>
<b>Course title</b>	<b>Sales Management</b>

<b>Weight</b>	2 Units C LH30
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<b>Learning Outcomes</b>	<p>After completing this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Identify primary sales management functions.</li> <li>2. Understand personal selling techniques and management.</li> <li>3. Explain the salesforce management: planning, control, and organisation.</li> <li>4. Examine the various dimensions of sales planning and control.</li> <li>5. Evaluate the role of sales management in the entire marketing operations.</li> <li>6. Develop a sales strategy that aligns with the company's overall marketing goals.</li> <li>7. Analyse market data to identify potential customers and develop targeted sales campaigns.</li> <li>8. Hire, train, and motivate a successful sales team.</li> <li>9. Manage the sales pipeline and track sales progress.</li> <li>10. Close deals and achieve sales quotas.</li> <li>11. Use technology to improve sales efficiency and effectiveness.</li> <li>12. Stay up-to-date on sales trends and best practices.</li> <li>13. Negotiate effectively with customers.</li> <li>14. Build relationships with customers and prospects.</li> <li>15. Handle customer objections and complaints.</li> </ol>
<b>Course content</b>	<p>Introduction to Sales Management. Sales Planning and Control. Personal Selling Techniques and Management. Salesforce Planning, Control, and Organisation. Dimensions of Sales Planning and Control. Current Issues in Sales Management. Developing a Sales Strategy that Aligns with a Company's Overall Marketing Goals. Analysis of market data to identify potential customers and develop targeted campaigns. Hiring, Training, and Motivating a Successful Sales Team. Closing Deals And Achieving Sales Quotas.</p>
<b>Course code</b>	
<b>Course title</b>	

<b>Weight</b>	
<b>Learning Outcomes</b>	<p>On completion of this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the role of the Consumer in marketing, the consumer perspective and viewpoints, and an overview of consumer decisions.</li> <li>2. Examine the various dimensions of culture and the context of consumer behaviour.</li> <li>3. Describe the nature and influence of individuals.</li> <li>4. Explain the nature of communication and attitude change.</li> <li>5. Understand the decision processes.</li> <li>6. Explain the nature and scope of consumerism.</li> <li>7. Analyse how social media affects consumer behaviour.</li> <li>8. Evaluate the effectiveness of different marketing strategies on consumer behaviour.</li> <li>9. Understand the ethical considerations involved in marketing to consumers.</li> <li>10. Acquire proficiency in market research and data analysis to better understand consumer behaviour.</li> </ol>
<b>Course content</b>	<p>Introduction to Consumer Behavior. Theories and research in consumer behaviour. Psychological factors influencing consumer behaviour. Socio-cultural factors influencing consumer behaviour. Demographic factors influencing consumer behaviour. The role of branding in consumer behaviour. The impact of pricing on consumer behaviour. The role of emotions in consumer decision-making. Cultural differences and consumer behaviour. Ethical considerations in consumer behaviour.</p>

#### 400 Level Courses

<b>Course code</b>	<b>MKT 411</b>
<b>Course title</b>	<b>Analysis for Marketing Decisions</b>

<b>Weight</b>	2 Units C LH30
<b>Learning Outcomes</b>	Upon completion of this course student should be able to: 1. understand the elements of decision analysis; 2. examine the various dimensions of operational research approach to marketing decision analysis; 3. describe modeling in or, simulation; cases for or analysis; and 4. understand the concepts and various dimensions of inventory management.
Course content	Elements of Decision Analysis, Types of Decision Situations, Decision Trees; Operational Research Approach to Decision Analysis, Systems and System Analysis; Modelling in OR, Simulation; Cases for OR Analysis, Mathematical Programming; Transportation Model, Assignment Model, Conflict Analysis and Game Theory, Project Management, other OR Models: Inventory, Replacement, Line Balancing, Routing and Sequencing, and Search.

<b>Course code</b>	<b>MKT 413</b>
<b>Course title</b>	<b>New Product Development &amp; Management</b>
<b>Weight</b>	3 Units C LH30
<b>Learning Outcomes</b>	Upon completion of this course student should be able to: 1. understand the art and science of branding; 2. examine brands from the perspectives of the cultures; 3. explain the basic branding disciplines; 4. describe contemporary topics such as parodies, brand community, and branded entertainment; and 5. explain the branding challenges associated with today's interconnected, consumer-empowered, and transparent web-enabled world.

<b>Course content</b>	This is a course about the art and science of branding, and the strategies through which companies can create, capture, and sustain shareholder value through brands. Through a mixture of theory and real-world cases, the course examines brands from the perspectives of the cultures and consumers who help create them, and the companies who manage them over time. Basic branding disciplines including positioning and repositioning, brand equity measurement, brand leverage, integrated brand communications, brand stewardship, and brand architecture are considered, as are more contemporary topics such as parodies, brand community, and branded entertainment. Particular attention is paid to branding challenges associate with today’s interconnected, consumer-empowered, and transparent web-enabled world.
<b>Course code</b>	MKT 423
<b>Course title</b>	<b>Global Marketing</b>
<b>Weight</b>	2 Units C LH30
<b>Learning Outcomes</b>	At the end of the course, Students should be able to: <ol style="list-style-type: none"> <li>1. Understand the Nature and scope of comparative marketing;</li> <li>2. Examine the concepts of Balance of payments in global marketing;</li> <li>3. Evaluate the Protection and trade resolutions, cultural and social forces;</li> <li>4. Explain the Nature and concepts of internet marketing;</li> <li>5. Understand the Web-based consulting, the internet and the marketing mix, legal aspects of a cyber-marketing;</li> <li>6. Formulate the Competitive strategies in global markets; and</li> <li>7. Explain the contemporary issues in international/ global marketing.</li> </ol>
<b>Course content</b>	This course is designed to facilitate an understanding of global marketing issues. Specific attention will be paid to cultural sensitivity in all facets of the marketing and promotional



	<p>Administration and Management New mixes, marketing research, and market development. Nature and scope of comparative-marketing. Basis for Trade: Absolute versus comparative advantage. Balance of payments. Marketing strategies in penetrating foreign markets. Protection and trade resolutions. Cultural and social forces. Marketing in Nigeria, Asia, China, America, Japan etc. The nature of the internet. The meaning of the internet marketing. Salesmen and the internet. Web based consulting. The internet and the marketing mix. Legal aspects of cyber-marketing. Applying the internet to business. Cyber marketing as a tool for global marketing process. Internet marketing and e-commerce. Contemporary issues in Internet marketing. Introduction to international marketing designing, international marketing. strategic international marketing segmentation. Researching international markets. Product policies for world marketing. Pricing in world market. distribution decisions in international marketing, marketing planning and organization. marketing information system for international marketing. understanding competitive advantages. Entering the international market. Competitive strategies in international markets. Role of government in international marketing. contemporary issues in international marketing.</p>
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<b>Course code</b>	MKT 425
<b>Course title</b>	Integrated Marketing Communications
<b>Weight</b>	3 Units C LH 45

<p><b>Learning Outcomes</b></p>	<p>At the end of the course, Students should be able to:</p> <ol style="list-style-type: none"> <li>1. understand the field of integrated marketing communications as part of an overall marketing strategy;</li> <li>2. evaluate the role of integrated advertising and promotion in the marketing communications program of an organization;</li> <li>3. describe how various factors (creative, media, etc.) should be applied in planning, developing, and implementing advertising and promotional campaigns and marketing programs;</li> <li>4. develop marketing communication strategy that integrates these tools for more efficient and effective communication;</li> <li>5. explain concept and nature of promotion, the role of promotion in marketing; and</li> <li>6. understand the elements of the promotion mix.</li> </ol>
<p><b>Course content</b></p>	<p>Designed to introduce the field of integrated marketing communications as part of an overall marketing strategy. The emphasis in this course will be on the role of integrated advertising and promotion in the marketing communications program of an organization. As with any specialized field of marketing, we will analyse how this area of advertising and promotion fits into the overall marketing process. Our major thrust will be to study how various factors (creative, media, etc.) should be applied in planning, developing, and implementing advertising and promotional campaigns and marketing programs.</p> <p>Marketing communication has moved beyond advertising to include interactive marketing, sales promotions, direct marketing, public relations, the more. This course focuses on developing marketing communication strategy that integrates these tools for more efficient and effective communication, Topics include the establishment of objectives based on a situation analysis, developing subsequent messages, creative and media strategies, effectiveness testing and client/agency relationship.</p>

<p><b>Course code</b></p>	<p>BUA 401</p>

<b>Course title</b>	Business Policy and Strategy
<b>Weight</b>	3 Units C LH 45
<b>Learning Outcomes</b>	<p>On the successful completion of this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. explain the concept of policy in business;</li> <li>2. identify the implications of strategy at corporate level;</li> <li>3. relate corporate policy and strategy at both internal and external business environment;</li> <li>4. assess the strengths and weaknesses of a business organization;</li> <li>5. develop business strategies to achieve business objectives;</li> <li>6. define clear approaches to strategic management;</li> <li>7. define the key concepts in the theory of corporate and business strategy;</li> <li>8. explain the concept and processes of mergers, acquisitions &amp; alliances;</li> <li>9. discuss planning and performance; and</li> <li>10. analyze the relationship between policy and corporate strategy;</li> </ol>
<b>Course content</b>	<p>The Concepts of policy in relation to business, Corporations, and Management. Linkage between organization and their environments. Concepts of policies, decision-making, business objectives, performance criteria, structure, and managerial behaviors. Reviewing the Business functions of marketing, production, finance, and personnel in Nigeria. Management process of corporate planning. Developing clear business objectives and setting clear policies. Policy implementation. Understanding corporate culture and leadership. Budgeting and control. Business performance appraisal. Motivating group and individual efforts. Organizations and the changes taking place in its environment. Strategic management process. Strategy and strategizing. Planned and emergent strategies. Nature of competitions. Models of competitive analysis. Setting organizational direction- vision, mission, goals, objectives and value system. Internal and external context of organization. The strategic planning processes. SWOT and PESTLE analysis. Strategy Formulation- Strategic Analysis, Strategic Choice, Strategic Implementation/Evaluation. Strategic Management Issues in Nigeria</p>

	- reorganization, restructuring, downsizing, merger and acquisition, PPP. Case study.
<b>Course code</b>	MKT 421
<b>Course title</b>	Political Marketing
<b>Weight</b>	(2 Units C: LH 30)
<b>Learning Outcomes</b>	<p>At the end of the course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. examine the nature and scope of political marketing;</li> <li>2. describe the models for political marketing practice;</li> <li>3. evaluate different theoretical approaches to political marketing;</li> <li>4. analyse the voter's behaviour in political marketing; and</li> <li>5. comprehend political marketing as a contemporary foundation of democracy.</li> </ol>
<b>Course content</b>	<p>This course is designed to show the students how Political Organisations can adapt marketing techniques and concepts to achieve their goals. In other words, the course offers the student new ways of understanding modern politics from marketing perspective. Its focus extends from campaigning to the high politics of government and party management with explanatory models of party and voter behaviour. The bottom-line is that marketing gives impetus to party politics. Topics covered include:</p> <ol style="list-style-type: none"> <li>1. nature and scope of political marketing;</li> <li>2. strategies and concepts in political marketing;</li> </ol>

	<ul style="list-style-type: none"> <li>3. political marketing issues and applications;</li> <li>4. multi-theoretical approaches to political marketing;</li> <li>5. models for political marketing practice;</li> <li>6. voter behaviour in political marketing;</li> <li>7. classical and emerging political marketing tools.</li> </ul>
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<b>Course code</b>	<b>MKT 412</b>
<b>Course title</b>	<b>Contemporary Issues in Marketing Practice</b>
<b>Weight</b>	2 Units C LH 30
<b>Learning Outcomes</b>	<p>Upon completion of this course student should be able to:</p> <ul style="list-style-type: none"> <li>1. understand the elements of decision analysis;</li> <li>2. examine the various dimensions of operational research approach to marketing decision analysis;</li> <li>3. describe modelling in or, simulation; cases for or analysis; and</li> <li>4. understand the concepts and various dimensions of inventory management.</li> </ul>

<b>Course content</b>	<p>Elements of Decision Analysis, Types of Decision Situations, Decision Trees; Operational Research Approach to Decision Analysis, Systems and System Analysis; Modelling in OR, Simulation; Cases for OR Analysis, Mathematical Programming; Transportation Model, Assignment Model, Conflict Analysis and Game Theory, Project Management, other OR Models: Inventory, Replacement, Line Balancing, Routing and Sequencing, and Search.</p>
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<b>Course code</b>	<b>MKT 422</b>
<b>Course title</b>	<b>Energy Marketing</b>
<b>Weight</b>	2 Units C LH 30
<b>Learning Outcomes</b>	<p>At the end of the course, Students should be able to:</p> <ol style="list-style-type: none"> <li>1. understand the role of marketing in the power/oil &amp; gas sector;</li> <li>2. analyze the price formation dynamics for energy products;</li> <li>3. explain how the forces of demand and supply affect oil and gas market;</li> <li>4. comprehend the structure of oil and gas industry and the marketing requirements;</li> <li>5. recognize how global politics and institutions affect the energy sector; and</li> <li>6. describe energy products/types as well as the contractual arrangements that affect the structure, production and pricing of energy products.</li> </ol>
<b>Course content</b>	<p>Power Sector: Marketing Strategies in the Power sector. Electricity generation. Electricity billing. Electricity distribution. Electricity promotion Oil &amp; Gas Sector: Topics covered will include Upstream sub-sectors: structure, issues and marketing Mid-stream sub-sectors: marketing challenges and issues. Downstream sub-sector: components and marketing issues Analysis of Petroleum Industry Act, and the marketing Implications Global oil outlook: The Role of OPEC and other institutions influencing global oil trade.</p>

<b>Course code</b>	<b>MKT 426</b>
<b>Course title</b>	<b>Business Communication</b>
<b>Weight</b>	3 Units C LH 45

<b>Learning Outcomes</b>	At the end of the course, students should have learned to: <ol style="list-style-type: none"> <li>1. Discuss the process that takes place in communication</li> <li>2. Explain the interaction among the agents of communication Identify the various levels of communication</li> <li>3. List the tips for effective communication</li> </ol>
<b>Course content</b>	Fundamentals of communication. Forms of communication. Introduction to business communication skills.
<b>Course code</b>	MKT 416
<b>Course title</b>	Marketing Persuasions
<b>Weight</b>	(2 Units C: LH 30)
<b>Learning Outcomes</b>	Upon completion of this course student should be able to: <ol style="list-style-type: none"> <li>1. explain communication as a tool for the practice of marketing;</li> <li>2. describe the various ways of building persuasive messages in sales presentations;</li> <li>3. discuss adaptation and selection of words as well as basic needs for adaptation;</li> <li>4. evaluate the techniques of cross-cultural communication, correctness of communication;</li> <li>5. prepare marketing proposals and reports writing; and</li> <li>6. acquire the skill for persuasive selling.</li> </ol>
<b>Course content</b>	Communication in marketing; role of communication in marketing operations; main forms of communications; variety in communication activity in marketing; Adaptation and selection of words; basic needs for adaptation. Constructions of clear sentences/words; writing for effect; marketing ethics and etiquettes; and the need for effect. Accent for positive language; directness; process of writing; routine inquiries; indirectness/situation in indirectness; indirectness in persuasion/sales messages; Pattern variations in memorandum and emails.

	<p>Report structure, graphics, informal oral communication, business/public speaking and oral reporting, technology- enabled communication. Techniques of cross-cultural communication; correctness of communication, marketing proposals and report writing; Message development: message content, message format, message structure, and sales message delivery; electronics communication and impression management, media interactions and interviews.</p>

**13.0 Instructional Methods**

The instructional method is through the online course materials and hardcopies distributed to students at the Study Centres. Online facilitation is done through Learners Management Systems LMS. Other online fora for instructional delivery include chat, synchronous and asynchronous methods of communication using the LCMS platform and other mobile technologies. The facilitators will be closely monitored by the Head of the Department, the Study Centre Director and Directorate of Learners Support Services DLSS staff to ensure the quality of the services being rendered to the students.

**14.0 Quality Assurance**

Subject to the Senate's recommendations, the process of developing and adapting all instructional items is seriously monitored internally, so as to ensure quality right from the onset. The instructional items to be developed are subjected to plagiarism checks by the university and they are developed and edited by experts with PhD as a minimum qualification. Besides the 5-year period for the review of instructional items is another opportunity for review as the need arises to ensure the quality of the programme. Facilitators for the various courses are carefully selected from sister Universities



nationwide with a minimum qualification of PhD. Finally, the West Midlands Open University policy and procedures for internal course validation follow.

## **15.0 Evaluation**

Evaluation of all the courses would consist of Tutor Marked Assignments (TMAs), Computer Marked Assignments (CMA) and End of Semester Examinations. The TMA and CMA known as Continuous Assessment (CA) constitutes 40% of the final score. The End of Semester Examination is 60%

### **15.1 Tutor-Marked Assessments**

As part of the evaluation mechanism, each course would be provided with at least 3 TMAs to be used as part of Continuous Assessments for a course. To qualify to sit for examination therefore, each student must turn in the three TMAs for each of the courses.

### **15.2 End of Semester Examination**

Each course will be examined at the end of the semester. Course lecturers are responsible for the provision of questions and question data banks in the Department. Lecturers of the Department who are experts in the various course areas are responsible for TMAs and final examination question setting using the in-house style provided by the University. Thereafter, the questions would be internally moderated by the HOD and other senior internal staff in the Department before the invitation is sent to an External Assessor for moderation. The external assessor is chosen from other tertiary institutions. Also, students' projects are moderated zonally using the Project Administration System (PAS).

## **16.0 Principal Officers of the University**

### **Board Members**

XXX

**Management**

Vice Chancellor - XXX

Registrar - XXX

Librarian - XXX

## 16.1 Staff of the Department

### A. Teaching Staff

S/N	Name	Rank	Qualification/Specialization/Date Obtained	Role
1	Dr. Ojo J Olanipekun	Associate Professor	Ph.D Business Admin (Marketing) Babcock University, Ilishan – 2015	HOD
2	Dr. Majekodunmi Samuel Ayodele	Senior Lecturer	Ph. D. Business Administration Kwara State University, Malete, Nigeria Year Awarded 2019 – 2022	
3	Dr. Temi Olajide-Arise	Senior Lecturer	PhD Human Resource Management Babcock University Ileshan-Remo Ogun State, Nigeria Year Awarded - 2019	
4	Mr. Adeola A Adekunle	Lecturer II	PhD Marketing, Lead City Ibadan,Oyo State. Nigeria 2021 – Till Date  MSc. Marketing University of Lagos, Akoka Lagos State, Nigeria Year Awarded - 2021	
5	Abdulquadri Abdulazeez Olamide	Lecturer II	MSc. Marketing University of Lagos, Nigeria Year Awarded - 2021	
6	Mr. Olagbemiro, Joshua Olayemi	Lecturer II	B.Tech (Accounting) 2011, B.Sc (Marketing) 2019, MBA (Financial Management) 2018, M.Tech (Marketing) 2023	



**B. Technical Staff**

S/N	NAME	QUALIFICATION	SPECIALISATION	RANK

**C. Administrative Staff**

S/N	NAME	QUALIFICATION	RANK

### **17.0 Learners' Support**

Similar to other students receiving tertiary education, students in Distance Education require various academic and administrative support services from the University. The existing academic support services are from the Directorate of Learner Support Services DLSS that currently coordinates various Study Centres, student Counsellors and Facilitators. The School of Computing on its own, takes steps to enhance Study facilitation by following up on facilities available for its courses in all Study Centres and employ more Facilitators as the need arises.

### **18.0 Recognition of the Programme**

The Business and Marketing program at West Midlands Open University has earned widespread recognition through accreditation, industry partnerships, alumni success stories, research contributions, positive rankings, student achievements, collaborative initiatives, and favorable feedback from stakeholders, solidifying its reputation as a distinguished and reputable offering in the field of business and marketing education.

### **19.0 Target Students**

The Business and Marketing program at West Midlands Open University is designed for a diverse range of students, including those aspiring to pursue careers in business, marketing enthusiasts, individuals with entrepreneurial ambitions, career switchers from other fields, recent graduates seeking relevant education, professionals aiming for advancement, those with a global outlook, individuals valuing holistic development, creative thinkers, and those committed to contributing to their communities and industries. The program caters to the educational needs and career aspirations of this broad spectrum of students by providing comprehensive knowledge and skills in business and marketing.

## **20.0 Conclusion**

The Business and Marketing Department is situated within the Faculty of Management Sciences at West Midlands Open University. Our mission is to foster graduates who embody the core values of the university, including truthfulness, empathy, and innovation. Through a comprehensive curriculum, the Business and Marketing Department empowers students with a diverse skill set, encompassing business proficiency, marketing expertise, leadership capabilities, and analytical skills. This holistic approach ensures that our graduates are well-prepared to excel in the ever-evolving realms of business and marketing, becoming adaptable and ethical professionals capable of meeting the demands of the contemporary business landscape.