



# Rahm Thomas University

## Bachelor of Business Administration (BBA) IN MANAGEMENT Required Credits (139)

### 1<sup>st</sup> Year (1<sup>st</sup> Semester)

No.	Course Code	Credits	Course Titles
1.	PHSC 101/BIOL 101	3	Physical Science I/ General Biology
2.	ENGL 101	3	Freshman English I
3.	COSC 101	2	Introduction to Computer Literacy
4.	FREN 101	3	Introductory French I
5.	ACCT 101	3	Introduction to Accounting I
6.	MATH 107	4	Pre-Calculus
7.	ROTC 101/PHED 101	1	Military Science I/Introduction to Physical Fitness and Wellness I
8.	GDS 101	2	Gender Development Studies
	<b>Total Credits</b>	<b>21</b>	

### 1<sup>st</sup>Year (2<sup>nd</sup> Semester)

No.	Course Code	Credits	Course Title
1.	PHSC /BIOL 102	3	Physical Science II/Introduction to Biology II
2.	ENGL 102	3	Freshman English II
3.	COSC 102	2	Computer Application
4.	FREN 102	3	Introductory French II
5.	ACCT 102	3	Introduction to Accounting II
6.	MATH 108	4	Math For Decision Making

7.	ROTC /PHED 102	1	Military Science II/ Introduction to Physical Fitness and Wellness II
	<b>Total Credits</b>	<b>19</b>	

**2<sup>nd</sup> Year (1<sup>st</sup>Semester)**

No.	Course Code	Credits	Course Title
1.	MANG 203	3	Principles of Management I
2.	ACCT 201	3	Principles of Accounting I
3.	ECON 203	3	Principles of Economics I
4.	MATH 203	4	Calculus for Non-Science Major
5.	ENGL 201	3	Sophomore English I.
6.	SOSC 101	3	Introduction to Social Science
7.	EAP 101	1	Introduction to Entrepreneur I
	<b>Total Credits</b>	<b>20</b>	

**2<sup>nd</sup> Year (2<sup>nd</sup> Semester)**

No.	Course Code	Credits	Course Title
1.	MANG 204	3	Principles of Management II
2.	ACCT 202	3	Principles of Accounting II
3.	ECON 204	3	Principles of Economics II
4.	EAP 102	1	Introduction to Entrepreneur II
5.	ENGL 202	3	Technical Communication and Public Speaking
	<b>Total Credits</b>	<b>13</b>	

**3<sup>rd</sup> Year (1<sup>st</sup>Semester)**

No.	Course Code	Credits	Course Title
1.	MANG 301	3	Organization Behavior
2.	MANG 205	3	Introduction to Computer Technology
3.	MANG 307	3	Principles of Business Law I
4.	ECON 313	3	Statistics for Economics I
5.	MINOR	3	
6.	MINOR	3	
	<b>TOTAL</b>	<b>18</b>	

**3<sup>rd</sup> Year (2<sup>nd</sup> Semester)**

No.	Course Code	Credits	Course Title
1.	MANG 206	3	Application to Computer Technology
2.	MANG 308	3	Principles of Business Law II
3.	MANG 310	3	Human Resource Development.
4.	MANG 314	3	Marketing Management
5.	MANG 318	3	Financial Management
6.	ECON 314	3	Statistics for Economics II
	<b>Total Credits</b>	<b>18</b>	

**4<sup>th</sup> Year (1<sup>st</sup>Semester)**

No.	Course Code	Credits	Course Title
1.	MANG 407	3	Production Operation Management

2.	MANG 413	3	Quantitative Method in Management
3.	MINOR	3	
4.	MINOR	3	
5.	ELECTIVE	3	
	<b>Total Credits</b>	<b>15</b>	

#### 4<sup>th</sup> Year (2<sup>nd</sup>Semester)

No.	Course Code	Credits	Course Title
1.	MANG 418	3	Business Policy and Strategy
2.	MANG 420	3	Small Business Management
3.	MINOR	3	
4.	MINOR	3	
5.	ELECTIVE	3	
	<b>Total Credits</b>	<b>15</b>	

### ELECTIVES

#### MARKETING MANAGEMENT

- **Marketing Management**
- MGMT 409 Advertising and Sales Promotion
- MGMT 411 Retail Management
- Marketing Research
- International Marketing

#### FINICIAL MANAGEMENT

- MGMT 415 Insurance and Risk Management
- MGMT 408 Investment and Portfolio Analysis
- Topics in Financial Management
- Human Resource Management
- MGMT 425 Managerial Psychology
- MGMT 414 Wages and Salary Administration
- MGMT Labor Economics

#### PRODUCTION MANAGEMENT

- ECON 431 Managerial Economics
- ACCT 414 Managerial Accounting
- MGMT 412 Project Management

## **MANAGEMENT COURSE DESCRIPTIONS**

### **MANG 203 PRINCIPLES OF MANAGEMENT I (3 Credits)**

General survey of the functional areas of Management: Production, Marketing, Human Resource Development and Finance; the responsibilities of Boards of Directors, Types of Business organization: Sole Proprietorship, Partnership and Corporation.

**Pre-requisite: Sophomore Standing and English 102**

### **MANG 204 PRINCIPLES OF MANAGEMENT II (3 Credits)**

The course provides the student with an understanding of the theoretical concept of the Management process and assists him/her in the recognition, standing appraisal of the characteristics of a complete manager. The content of the course includes the history and the development of the Management through the function of the Manager planning, organizing, directing and controlling.

**Pre-requisite: MANAGEMENT 203**

### **MANG 301 ORGANIZATIONAL BEHAVIOR (3 Credits)**

Introduction to the Field of Organizational Behavior ; individual behavior, values and personality; perception and learning in organization; workplace emotions and attitudes; motivation in the workplace; applied performance practices; work related stress and stress management; decision making and creativity; foundations of team dynamics; developing high-performance team; communicating in teams and organizations, power and influence in the workplace; conflict and negotiation in the workplace; leadership in organizational settings; organizational structure and design; organization culture; organizational change.

**Pre-requisite: Sophomore Standing**

### **MANG 205 INTRODUCTION TO COMPUTER CONCEPTS (3 Credits)**

Introduction to the popular business use of computers: word processing, data base management system, Telecommunications and Electronic spread sheet.

Effects of computer revolution: domestic use of computer, computerized work environment and effect of computer revolution in developing countries

**MANG 206 APPLICATION TO COMPUTER TECHNOLOGY (3 Credits)**

Introduction to the use of microcomputer; practically operating and caring for microcomputers (computer laboratory based REAL life practice of Data processing using popular business application purchases such as Word, Starting Lotus 123 and base III, introduction to basic programming. computer system alternatives and acquisitions.

Pre-requisite: MANAGEMENT 305

**MANG 307 PRINCIPLES OF BUSINESS LAW I (3 Credits)**

Study of Law, as it relates to business operations. Law and its sources, the judicial system, litigation and the nature of torts and crimes. Methods for resolving conflicts and the principles of law of contracts.

**Pre-requisite: Junior Standing**

**MANAGEMENT 308 PRINCIPLES OF BUSINESS LAW II (3 Credits)**

Fundamental concepts, principles and rules of law that apply to business transactions. Topics covered include sales contracts, the nature and scope of commercial paper, secured transactions, agency as applied to the business operations and the types of business organizations, partnership and corporation law.

**Pre-requisite: MANG 301 and 307**

**MANG 310 HUMAN RESOURCE DEVELOPMENT (3 Credits)**

Survey of the personnel functions—recruitment, selection and training: wages and salary administration, job evaluation and employee appraisal: personnel function and its relationships to the effective functioning of an organization, to labor laws, grievance and control negotiations.

**Pre-requisite MANG 204**

**MANG 314 MARKETING MANAGEMENT (3 Credits)**

The course introduces the students to marketing, some of its basic principles and functional dimensions as well as its role in society. It focuses on the firm analysis, planning and control policies and strategies of marketing as it relates to market segmentation and measurement, product development, pricing, promotions and distribution. Text cases and class projects are utilized.

**Pre-requisite: MANG 202 and 204 (3 Credits)**

**MANG 318 FINANCIAL MANAGEMENT (3 Credits)**

This course provides an understanding of the application of financial analysis and management funds, types and sources of long term capital, capital budgeting, cost of capital and financial structure

**Pre-requisite: MANG 204, ACCT 202, MATH 108 and 203**

**MANG 402 MARKETING RESEARCH (3 Credits)**

The use of marketing research in the industry, methods procedures in conducting market survey and statistical techniques for improving the accuracy in sample survey. Analysis of specific marketing research problems, including class research problems, presentation of research results, and evaluation of the effectiveness of marketing research.

**Pre-requisite: MANG 314**

**MANG 406 INTERNATIONAL MARKETING (3 Credits)**

International Market, planning market selection, demand analysis, product planning and adaptation, cultural, political, economic and the legal environment of international market, export/import transactions, and activities of global corporations.

**Pre-requisite: MANG314**

**MANG 407- PRODUCTION OPERATION MANAGEMENT (3 Credits)**

The principles of production management as they relate to project research and development, product design, facility design and layout, capacity planning, worker health and safety, inventory planning and control system; cost control. Emphasis is placed on the methodologies and techniques of production and operation planning.

**Pre-requisite: MANAGEMENT 204 and 318**

**MANG 408 INVESTMENT PORTFOLIO ANALYSIS (3 Credits)**

Sources of funds and demand for investment capital, operations of security market, determination of investment policy and procedures for analysis of securities.

**Pre-requisite: MANAGEMENT 318**

**MANG 409 ADVERTISING AND SALES PROMOTION (3 Credits)**

This course focuses on the organizing and the controlling of advertising and sales promotions with the firm. Examines concepts and theories from behavior sciences useful for the understanding and prediction of the market place and demand analysis. Topics include: objective setting, copy decision and media decision, socio-economic issues of advertising and sales promotion.

**Pre-requisite: MANG 314**

**MANG 410 TOPICS IN FINANCIAL MANAGEMENT(3 Credits)**

Selected topics in Financial Management, International financial management, exchange rates and the international monetary system, analysis of potential foreign investment, management, foreign assets, leasing, sales and lease-back financial as capital lease, effects of leasing on firm's balance sheet, evaluating lease proposal factors that affect leasing decisions and leverage lease. Warranties convertibles and options, liquidation and re-organization, small business financial, money and banking.

**Pre-requisite: MANG 318**

**MANG 411 RETAIL MANAGEMENT (3 Credits)**

Introduction to Retail Management: understanding the economic importance of retailing and its role in the marketing channel; evidence of the globalization of retailing; some of the advances in retailing technology; reasons behind the growth of non- store retailing; key factors in the retail marketing environment and how they relate to retail strategy; important ethical and legal issues facing retailers.

**MANG 412 PROJECT ANALYSIS AND MANAGEMENT (3 Credits)**

This course is intended to introduce the students to the project cycle, project analysis and planning, project implementation, monitoring and evaluation, the management of on-going industrial and agricultural and social project. Emphasis is placed on the application of methodologies and techniques through case study and special projects.

**Pre-requisite: MANG 318**

**MANG 413 QUANTITATIVE METHODS IN MANAGEMENT (3 Credits)**

Statistical and mathematic models for decision- making: linear programming, work process, giving theory, game theory and simulation, work process



interpretation of linear programming, simple methods sensitivity analysis and project evaluation.

**Pre-requisite: MANG 203 & MATH 108**

### **MANG 414 WAGES AND SALARY ADMINISTRATION (3 Credits)**

This course focuses on the basic principles governing the management of efficient and effective wages and salary administration. It examines the framework of wages and salary administration, the fundamentals of job and employees' evaluation, the basic employees and plans of compensating managerial and non-managerial employees and the administrative control of wages and salaries.

**Pre-requisite: MANG 310**

### **MANG 415 INSURANCE AND RISK MANAGEMENT (3 Credits)**

The nature of risk and the methods of risk assumption; management of risk within the organization, the basic elements designed to reduce existing risks, establishing framework within which future risk and uncertainties can be analyzed and managed, survey of property casualty, life, health and security, the structure of the insurance industry, public regulation.

**Pre-requisite: MANG 318**

### **MANG 416 LABOR ECONOMICS (3 Credits)**

The nature of labor economics; labor force characteristics; labor market models; institutional forces in the labor market, internal labor market; the demand of labor; labor supply; individual and household; labor mobility; structure of the labor movement; the Liberian Labor Union; theories and explanations; structure and strategy in collective bargaining; strike and arbitration in the private sector; collective bargaining in the public sector; wage determination and wage structure; the economics of trade unions.

### **MANG 418 BUSINESS POLICY AND STRATEGY (3 Credits)**

This course gives an overview of strategies engaged by management in decision making and policy making. Its trust rests on financial and ratio analysis, utilizing balance sheets and income statements of the business concerned clear to figure clear pictures of their strengths and weaknesses. Exhibits and contingency plans are an integral part of the analysis. The analysis of new business, existing ones, merges and acquisitions are highly featured.

**Pre-requisite: MANG 318 and ACCT 202**

**MANG 420-SMALL BUSINESS MANAGEMENT (3 Credits)**

Geared towards acquiring all the skills, knowledge to start and successfully manage small business. Main features of the course include analysis of the characteristics of entrepreneurs, analysis of key sources of business opportunities, and the critical problems in successfully managing a small business.

**Pre-requisite: MANG 314**

**MANG 421-MANPOWER PLANNING AND DEVELOPMENT (3 Credits)**

This course focuses on planning the manpower of the organization. It involves assessing manpower needs at national and corporate levels, courses and methods of recruitment, building training, progress, measuring the effectiveness of training programs. It discusses the application of modern theories of motivation to ensure the efficiency and effectiveness of employees. Emphasis is placed on the development of managerial employees.

**Pre-requisite: MANG 310**

**MANG 425-MANAGERIAL PSYCHOLOGY (3 Credits)**

The application of the science of psychology to the study of individual human behavior in such business situations as supervision, decision making, problem solving, group dynamic and leadership.

**Pre-requisite: MANG 301, 310**