



# **BUSINESS MANAGEMENT AND ADMINISTRATION**

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

United Kingdom

## **UNIT SPECIFICATION**

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## Unit Title

Business Management and Administration

## Credit value

The credit value for this unit is 30

30 credits equivalent to 300 hours of teaching and learning  
(10 hours is equivalent to 1 credit)

Guided learning hours (GLH) = 50 hours

GLH includes lectures, tutorials and supervised study. This may vary to suit the needs and requirements of the learner and/or the approved centre of study.

Directed learning = 50 hours: This includes advance reading and preparation, group study, and undertaking research tasks.

Self-managed learning = 200 hours: This includes completing assignments and working through the core and additional reading texts. It also includes personal research reading via other physical and/or electronic resources.

<b>Learning outcome</b> Learner will:	<b>Assessment criteria</b> Learner can:
1.0 Understand the administrative management function in an organization	1.1 Explain what is meant by administrative (or office) management 1.2 Examine the functions of an office in an organization 1.3 Examine the responsibilities of an office manager 1.4 Analyse the advantages and disadvantages of centralization and decentralization 1.5 Examine the types of ergonomic problems that occur at the work and discuss how they can be reduced or eliminated 1.6 Examine how to maintain the security of an office information system
2.0 Understand business and its external environment	2.1 Differentiate between the various types of businesses (limited and unlimited companies; sole traders, partnerships, private and public companies) 2.2 Examine the roles and characteristics of money markets 2.3 Analyse business and the economic structure 2.4 Analyse the micro and macro environments in which businesses operate 2.5 Examine the internal and external sources of finance for a company 2.6 Give an account on corporate social responsibility
3.0 Understand key issues in the strategic management of an organization	3.1 Explain the meaning and relevance of mission, vision, corporate objectives and policies to strategy generation 3.2 Give an account on strategic positioning 3.3 Discuss Michael Porter's generic strategies

<p>4.0 Understand the contribution of quality management to organizational success</p>	<p>3.4 Give an account on the internal and external analysis frameworks (PESTLE and SWOT)  3.5 Analyse Porter's 5 forces and discuss its relevance to the business manager</p> <p>4.1 Explain what is meant by quality of a product or service  4.2 Explain how the needs, requirements and expectations of stakeholders affect quality  4.3 Discuss ISO's contribution to quality management  4.4 Evaluate the contribution of quality planning, quality control, quality improvement and quality assurance to organizational success  4.5 Give an account on Kaplan and Norton's balance score card and the EFQM Excellence model</p>
<p>5.0 Understand the contribution of human resource management to strategic business success</p>	<p>5.1 Define HRM and discuss the activities that form its foundation  5.2 Differentiate between HRM and personnel management  5.3 Discuss HRM's contribution to achieving organizational objectives  5.4 Describe the link between business and HR strategy  5.5 Evaluate the HR planning process  5.6 Evaluate the advantages and disadvantages of the various forms of recruitment  5.7 Discuss the importance of learning and development  5.8 Analyse the performance management process</p>
<p>6.0 Understand the principles of marketing management</p>	<p>6.1 Describe marketing activity in specific contexts  6.2 Discuss marketing orientation and the marketing concept</p>

	<p>6.3 Give an account on buyer behaviour and discuss why business managers should be concerned about it</p> <p>6.4 Analyse the buying decision process</p> <p>6.5 Discuss the marketing management orientation</p> <p>6.6 Examine how the marketing mix can be effectively managed to increase return on investment</p> <p>6.7 Explain the relevance of segmentation, targeting and positioning</p>
<p>7.0 Understand the principles of financial analysis and accounting systems</p>	<p>7.1 Explain what is meant by financial management and discuss its relevance to business success</p> <p>7.2 Discuss why non-financial managers should have knowledge of financial management</p> <p>7.3 Calculate and interpret financial ratios</p> <p>7.4 Analyse information extracted from the income statement, cash flow statement and the balance sheet</p> <p>7.5 Give an account on the main accounting concepts</p> <p>7.6 Examine the registers in a typical accounting system</p>
<p>8.0 Understand the operations and production management function within an organization</p>	<p>8.1 Define the operations and production function</p> <p>8.2 Describe the product life cycle</p> <p>8.3 Examine a production strategy</p> <p>8.4 Analyse the contribution of research and development to production</p> <p>8.5 Examine quality control issues in production</p> <p>8.6 Analyse process engineering (method study and work measurement)</p> <p>8.7 Examine the responsibilities of the purchasing officer</p>

	8.8 Analyse the contribution of Just-In-Time to operations management
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## Recommended learning resources

<b>Indicative reading</b>	<p>Thompson et al 2005. Strategic Management; Awareness and Change 5th Edition: Thompson Learning, London ISBN 978-1-844480-083-4</p> <p>Robert Appleby 1994. Modern Business Administration 6th Edition: Pitman Publishing London ISBN 0-273-60282-9</p> <ul style="list-style-type: none"><li>• For a full list of textbooks and publications relevant to this unit, please contact IPED - UK.</li></ul>
<b>Learning Aid</b>	<ul style="list-style-type: none"><li>• A comprehensive IPED study material is available to aid in learning and research of this unit.</li><li>• We supply IPED course materials free of charge. Our study materials, which offer quick learning start, are comprehensive, use simple English, and are easy to read and understand. The contents are so sufficient and self-explanatory; that in majority of cases readers do not require further support; although support is always available when you need it.</li></ul>