**UNIVERSITY OF NIGERIA, NSUKKA**

**CENTRE FOR DISTANCE AND e-LEARNING (CDeL)**

**POSTGRADUATE DIPLOMA IN BUSINESS ADMINISTRATION**

**Philosophy of the Programme**

The philosophy of the Postgraduate Diploma programme is to provide remedial training in basic courses in business administration to prepare graduates of universities or those with equivalent qualifications who do not have first degrees in business administration and related areas to either pursue postgraduate degree programmes in the field of study or prepare them for managerial positions in the industry and related organizations. They are groomed to assume leadership and academic positions in the universities and other tertiary institutions as well as management positions in both the public and private sector. The CDeL UNN-PGDBA is a bridge programme designed to fill the knowledge gap of graduates that aspire to take a Master’s degree in business related areas. It is also designed to provide industry-relevant skills and competencies for the everyday business executive. Given that some of the target learners may have been out of school for a long time or some of them grew through professional development routes, we envisaged that some of them may have deficiencies in basic management courses. This obvious gap is what the PGDBA is designed to fill.

**Objectives of the Programme**

The specific objectives of the Postgraduate Diploma Programme are:

* To provide understanding of the core courses in business administration.
* To provide knowledge of the basic skills and tools for decision making in the discipline in the private and public sectors.
* To bridge the knowledge/competency gap for those with non-business background with the aspiration of taking a Masters Degree in business related areas of banking, finance, accounting, and management.
* To create opportunities for people with managerial and professional competencies to take academic diplomas/degrees as documentary evidence of their industry/professional experience.

**Scope**

Learners will complete relevant courses in their stress area in addition to project work on a selected topic from their chosen area of interest.

**Entry Requirements**

Candidates for the Postgraduate Diploma (PGD) degree programme in Business Administration must have:

1. Five credit passes including English Language and Mathematics at the ‘O’ level, and

2. Minimum of third-class division at bachelor’s degree level in any discipline, or

3. Higher National Diploma with a minimum of lower credit, or

3. Professional qualifications such as Associate Membership of Institute of Chartered Accountant of Nigeria (ACA), Associate Membership of the Chartered Institute of Bankers of Nigeria (ACIB), Associate Membership of the Chartered Institute of Taxation (ACTI), Associate Membership of the Association of National Accountant (ACNA), Associate Membership of the Chartered Institute of Administration (ACIA), Associate Membership of the Chartered Institute of Commerce of Nigeria (ACICN), Associateship or Full Membership of the Nigerian Institute of Management (ANIM or MNIM) and other relevant and recognised professional qualifications.

**Mode of Study**

The mode of study for the Postgraduate Diploma (PGD) programme in Business Administration shall be by course work and project report.

**Duration**

The duration for the PGD full-time programme shall be a minimum of two (2) semesters. A Maximum of Four (4) Semesters

**Employment Opportunities**

The Postgraduate degree programmes prepare students to fill middle and senior level management positions in business, commerce, industry, and government. With their education and training, graduates of the PGDBA programme can set up and proficiently manage their own businesses.

**COURSE LIST**

**First Semester**

CPGDBA 0700: Fundamentals of Banking and Finance 2 units

CPGDBA 0701: Basic Marketing 2 units

CPGDBA 0702: Fundamentals of Accounting 2 units

CPGDBA 0703: Elements of Management 2 units

CPGDBA 0704: Business Statistics 2 units

CPGDBA 0705 Research Methodology 2 units

CPGDBA 0706 Business Economics 2 units

14 units

**Second Semester**

CPGDBA 0707 Introduction to Quantitative Methods in Business 2 units

CPGDBA 0708 Environment of Business 2 units

CPGDBA 0709 Investment Analyses and Portfolio Management 2 units

CPGDBA 0710 Principles and Practice of Auditing 2 units

CPGDBA 0711 Introduction to Computer Applications in Business 2 units

CPGDBA 0712 Introduction to Strategic Marketing 2 units

CPGDBA 0793 Project Report 4 units

16 units

**COURSE OUTLINES/DESCRIPTION**

**CPGDBA 0700 Fundamentals of Banking and Finance (2 Units)**

The concept of finance (Nature, scope, and evaluation): organisation of the finance functions in an economic system; purposes of finance functions; relationship of finance with other functional areas of business; functions of financial managers; personal financial management; structures(form) of business enterprise; types of finance, financial sources and instruments; the circular flow of an economic system; National income analyses. The business of banking; the development of money; historical development of banking; the central bank of Nigeria; the Nigerian banking structure, savings and investment; the Nigerian money market, banks balance sheet, organisational structure of the clearing bank, bills of exchange and cheques, methods of payment through the banking system, bank customers, introduction to bank lending, an overview of the banker’s institute (the chartered institute of bankers of Nigeria.

**CPGDBA 0701 Basic Marketing (2 Units)**

Meaning and Nature of Marketing Definition of Marketing; Evolution of Marketing; Scope of Marketing; Marketing Elements: Product, Price, Place and Promotion, Marketing Environment; Controllable and uncontrollable, SWOT analyses and effects of Marketing environment. Marketing Functions; Marketing Planning: Market Segmentation; Consumer Behaviour; Marketing Research; E-marketing, E-banking, Relevance of E-marketing in the Banking Industry Customer Values, Customer Satisfaction and Customer Retention

**CPGDBA 0702 FUNDAMENTALS OF ACCOUNTING (2 Units)**

Historical Development of Accounting Terminologies, Concepts, Conventions and Purposes of Accounting Information and its Communication. The nature and scope of accounting. The Role of an Accountant in an organization. Major Branches of Accounting, (Financial, Auditing, Taxation, Public sector, Cost and Management Accounting) and their roles in an Organization Users of Financial Statements, Principles and Practice of Double Entry Book-Keeping. Forms and Contents of Books of Accounts- Prime Books Including Journals, Cash Books and Petty Cash Book. The Ledger- Sales Ledger, Purchases Ledger, and General Ledger. Trial Balance, its Scope and Uses. Its Preparation from Accounting Records and List of Ledger Balances. Classification of Expenditure between Capital and Revenue. Preparation of Final Accounts for Sole Proprietorship. Accounting Treatment of Adjustments: Depreciation, Bad Debts and Provision for Doubtful Debts; Accruals and Prepayments. Bank Reconciliation Statement, Receipts and Payments of Income and Expenditure Accounts. Balance Sheet of Non- Trading Organization or Statement of Affairs. Preparation of Final Accounts from Incomplete Records. Stock Valuation for Financial Accounting Purposes.

**CPGDBA 0703 Elements of Management (2 Units)**

General Management Functions. Basic Concepts in Management: Managerial Role, Management Skills, Managerial Styles and Principles of Management; Delegation of Authority, Line and Staff Authority, Responsibility, Accountability and Empowerment. Departmentalisation, Leadership:

Theories of Leadership; Principles of Leadership. Management by Objectives; Motivation and Appraisal. Functional Areas and Management; Financial Management; Human Resource Management; Production Management; Management of Sales and Sales Forces; Purchasing Management.

**CPGDBA 0704 Business Statistics (2 Units)**

Nature and Scope of Statistics, Functions of Statistics: Description, Inductive Inference and Deductive Inference; Uses and importance of Statistics in Business, Management, Banking and Finance; Nature, Scope and Sources of Banking and Financial Statistics in Nigeria; Data Collection Techniques; Variables and Measurement; Sample and Population and their characteristics; Sources and Classification of Data: Primary and Secondary, Internal and External; Data Collection Methods; Data Presentation Techniques; Tabulation: Diagrams and Charts. Measures of Location and Measures of Dispersion and Shape; Basic Idea of Sampling; Types of Sampling: Probability and Non-probability; Basic Elements of Probability and Probability Distributions; Regression and Correlation; Sources, Uses and Limitations of Nigerian Statistics; Problems and Challenges of Nigerian Statistics; Progression Compounding, Discounting and Annuities; Inventory Control; Basic Functions of Inventories: Basic factors: Reorder Point, Lead Time, Lead Time Demand, Quantity Discount, Safety Stock, Economic Order Quantity (EOQ): Definition and Interpretation Methods of Solving EOQ: Tabular, Graphical and Mathematical; Replacement models

**CPGDBA 0705 Basic Research Methods (2 Units)**

Understanding research in business and social Sciences, guiding principles of academic enquiry and general framework on project reporting, problems of research in developing countries, common errors in research, problem identification, literature review, material and methods, results (Data analysis), discussions, summary, conclusions and recommendations, Report Writing. Students shall be given assignments and surveys to be conducted using ICT applications & tool example Survey monkey, in order to Create Surveys, Event Planning, sharing surveys and making use of available templates.

**CPGDBA 0706 Business Economics (2 Units)**

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Meaning and Scope of Economics; Price Theory; Application of demand and supply, and their elasticity concepts to consumption, production and product pricing; Introduction to Consumer Behaviour; The Utility Theory – Ordinal, Cardinal, Marginal; Production and Cost Concepts; Market Structure and Growth; Location of Industry and Forms of Business; National Income, Consumption and Investment; Money and Banking; Elements of Public Finance and Fiscal Policy; debt: internal and external debts. Implications for the economy; Macro-economic Issues- inflation, unemployment, economic growth and development; International Trade, International Economic Organisations and Regional Groupings; International Payments System; Balance of Payments; Exchange Rates and foreign exchange management systems.

**CPGDBA 0707 Introduction to Quantitative Methods in Business (2 Units)**

The nature and objective of statistics, frequency distributions, measures dispersion, essential of probability and statistical distribution. Basic sampling techniques, decision theory, index numbers, time series, correlation, and regression analysis. Introduction to linear Programming, practice in the use of Computer in problem solutions. Nature of quantitative techniques in accounting for business operations, tools of quantitative analysis, optimization techniques, use of model formulation and learning curve, of cost behaviour patterns and network models: PERT and CPM

**CPGDBA 0708 Environment of Business (2 Units)**

Examination of the legal, social, political and economic framework which business organization must operate in the Nigerian environment. Because of the pervasive influence of globalization and reduction of distance between nations, there value systems, language etc. International business environments will be explored. Topic covered include: The concept, scope and nature of the business environment and environmental scanning, characteristics of the business environment, the concept of environmental scanning, strategies for managing the business environment, complexity theories. . Legislations related to business. Ethical theories of business decision, social and cultural issues in business. Theoretical and practical issues of the Nigerian Political economy which dictates the basis of fiscal and monetary policies, macroeconomics management and business practices.

**CPGDBA 0709 Investment Analyses and Portfolio Management (2 Units)**

The study covers portfolio selection as a problem of constrained utility maximization under conditions of uncertainty; Discussion of the different markets, along empirical evidence for validity of the theory; activities involved in making selection among alternative financial assets from the viewpoints of individuals and institutional investors; implications of the efficient markets theory for the profitability of alternative investment; valuation of financial statements 7 and analysis. The empirical evidence for various models of assets for evaluating portfolio performance is emphasized.

**CPGDBA 0710 Principles and Practice of Auditing (2 Units)**

The role of internal and external audits, reporting responsibilities, appointment, dismissal and resignation of auditors. The concept of true and fair view, independence of auditors. Relationship of auditors to directors, shareholders and other financial statements users. Auditing planning - initial review of accounting system, evaluation of internal control systems and procedures – vouching of accounts, verification of assets, sampling technique, flow charting, stock taking procedures, letter of representation. The Audit Report - statutory requirements for audit report (Companies Act, 1990). Types of audit reports. Professional requirements, duties and power under statute and case, independence and ethical considerations.

**CPGDBA 0711** **Introduction to Computer Applications in Business (2 Units)**

Introduction to basic application and software for business decisions, Data types, Constant and Variables, Statement types, Assignment statements, Input Outcome statements, Control statements. Introductory lectures on Ms-Office, MS- Word, MS-PPt, MS-Access, MS-Excel, Hands on SPSS, Accounting Software.

**CPGDBA 0712 Introduction to Strategic Marketing (2 Units)**

Foundation of Strategic Marketing, Strategic Marketing Management Process, Opportunity Analysis and Market Targeting, Case Analysis in Marketing Management, Environment For Strategic Marketing Management Decision

**CPGDBA 0793 Project Repot (4 Units)**

This shall be done through a research work that will be embodied in a bound and submitted report.