

Business Planning & Management

MIE 124

Semester: Second

Full Marks: 75

Credit Hour: 3

Internal: 30

Final Exam: 45

General Objectives;

- * To provide students with overall understanding of the general management principles and practices

Specific Objectives;

Specific objectives of this course are;

- * to help students to plan, organize, control and manage the new/existing venture.
- * to extend the technical capabilities of students into managerial
- * to help students to manage the design, development, production and marketing of various products and services

COURSE CONTENT

Unit 1: Introduction to Management.

4 Hrs

Introduction to Management, Forces that shaped management theory, Emergence of Management Thought, The Emergence of Modern Management Concepts and Practices in Developing Economies, Manager: - Function, Roles and Skills, Levels of Management

Unit 2: Organization and Organizational Development.

4 Hrs

Organization:- An Introduction, Purpose of Organization, Organization as System, Organization and its Environment, Organizational Structure, Centralization and Decentralization, Good, Bad and Effective Organization.

Unit 3: Planning and Decision Making.

4 Hrs

Planning: - An Introduction, Types of Planning, Planning as basic function, Effective Plan and its Characteristics, The Planning Process, Advantages and Limitations of Planning, Decision Making: - An Introduction, Rational Model of Decision Making, Types of Decisions, Behavioral Theory of Decision Making.

Unit 4: Managing People and Human Resource.

6 Hrs

Organization Behavior, Importance of Managing People, Managers and Effective Human Relations, Managers and Organizational Culture, Changing Nature of the way people are managed, Change in People, Human Resource Management (HRM) its Role, Human Resource Planning (HRP), Human Resource Functions, HRM Skills, Training and Staff Development, Performance Management, Factors Affecting Work Performance, New Trends and Challenges in HRM.

Unit 5: Leadership and Effective Management.

4 Hrs

Leaders: - An Introduction, Leadership and Management, Power and Leadership, Influence, Authority, Leadership Styles and Types, Leadership Theories, Managers as Leaders.

Unit 6: Introduction to Marketing Management.

4 Hrs

Marketing and Marketing Management– An Introduction, Needs, Wants and Demands, Evolution of Marketing Concept, Marketing Environment, The Marketing Triad, Four P's of Marketing (Marketing Mix), Integrated Marketing System, Market Segmentation, Targeting and Positioning (STP), Product Life Cycle, Product/ Service Adoption. The Range of Marketing Relationships, New Marketing Challenges, Societal Marketing Concept.

Unit 7: Management Practices and Problems in Developing Countries (DCs).

4 Hrs

Managers and Management in developing countries, Organizations in developing countries, Power, Politics and Management, Comparison with Industrial Countries, Emerging into 21st Century, Social and Economic Policies of DC governments and their effect in Management, Emergence of modern management practices in DCs, Management and Organizational problems in DCs, Dealing with Management and Organizational Problems in DCs.

Unit 8: Creativity and Business Idea.

5 Hrs

Creativity and Innovation, Can we learn to be creative?, Elements of creativity (unique, valued, intent, continuance), Increasing personal creativity – Balanced Thinking, Barriers to creativity, Tips for enhancing organizational creativity, Tips for enhancing individual creativity, The creative process, Techniques for improving the creative process, Twelve stages in the creative problem solving process.

Unit 9: Opportunity Recognition and Business Concept.

4 Hrs

SWOT Analysis, An Opportunity is external, Opportunity, Ideas and Concepts, Opportunity Recognition, The Window of Opportunity, Opportunity and Environmental Factors, Differentiating between Opportunities, Principles of innovative opportunity seeking.

Unit 10: Business Planning.

6 Hrs

Factors of a Successful Business, Basic Motivational Factors: Four C's, The Business Planning Process, The Concept (Business Concept), Identifying opportunities (existing vs new market and product – fig), Key Business Concepts (Business model, Revenue model and Value Proposition), Developing the concept statement, Purpose of a mission statement as a part of business concept, Setting the firm's vision, Characteristics of a mission, The concept checklist, Business Plan – What is it? Why is it necessary?, Things to remember while writing a Business Plan, Business Plan Components; The Executive Summary, Company Description, Industry Analysis and Trends, Target market, Industry analysis and Competition, Strategic Position and Risk Assessment, Marketing Plan and Sales Strategy, Operations, Technology Plan, Management and Organization, Community Involvement and Social Responsibility, Development, Milestones and Exit Plan, The Financials, Appendix: Putting the Plan to Work.

References:

- Ken Afful, Effective Management in the South, Ekta Books, Nepal.
- Rhonda Abrams, The Successful Business Plan (Secrets and Strategies) –, 4th Edition, Prentice-Hall, India