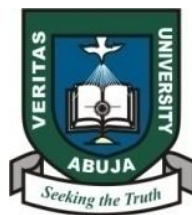


DEPARTMENT OF MAKETING AND ADVERTISING

VERITAS UNIVERSITY ABUJA

(The Catholic University of Nigeria)

Obehie Campus, Abia State



DEPARTMENT OF MAKETING AND ADVERTISING

PROSPECTUS

of

UNDERGRADUATE PROGRAMMES

2013

GENERAL INFORMATION ABOUT THE DEPARTMENT

Structure of the Department

The **Department of Marketing and Advertising** is an offshoot of the defunct Department of Management Sciences, one of the six foundation departments of Veritas University Abuja (*The Catholic University of Nigeria*), which took off in the 2008/2009 academic session after the University was established in 2007. From its inception, the defunct Department of Management Sciences offered two undergraduate degree programmes, namely,

- i. B. Sc. (Accounting), and
- ii. B. Sc. (Marketing and Advertising)

In 2013, these two degree programmes became independent departments.

The academic curricula of the Department is based on the Benchmark and Minimum Academic Standards (BMAS) as stipulated by the National Universities Commission (NUC) and the examination syllabi of the relevant professional bodies, such as the Institute of Chartered Accountants of Nigeria (ICAN), to which many of the undergraduate students aspire to belong.

VISION OF THE UNIVERSITY

To be an academic community founded on Catholic principles and committed to a culture of excellence that will make the university rank among the best in the world.

MISSION OF THE UNIVERSITY

To provide integrated and holistic formation of students and advance knowledge in the service of God and society based on Catholic principles.

MISSION OF THE DEPARTMENT

To make its Marketing and Advertising programme responsive to the needs of the graduates, the government, industry, and the society thereby supporting the socioeconomic and moral development of the country and scientific research to advance knowledge in the disciplines it offers.

PHILOSOPHY AND OBJECTIVES

Philosophy

The philosophy of the B. Sc. in Marketing and Advertising programme is to produce graduates equipped with the technical, personal and analytical skills and with a broad approach to markets, marketing and marketing management, developing their knowledge and skills in ways that enable them to think strategically about the growth of organizations and develop effective marketing practices that both shape the markets and lead to organizational growth and success.

Objectives

Marketing is a fast-growing creative industry/profession. The programme is designed for students with specialist interests in retail marketing, brand management, advertising and

marketing communications, media, and tourism management. The programme enables students to develop a strong commercial awareness and instincts for consumer behaviour, with an informed business sense, strong research skills and a sharpened capacity for interpreting, reporting and communicating information.

The objectives of the B. Sc. in Marketing and Advertising programme are to:

- i. Enable students to develop a strong theoretical and practical grounding in the marketing discipline.
- ii. Produce graduates with knowledge of a multitude of dynamic industry contexts for exploring global business growth strategies.
- iii. Prepare students for a business career in marketing management with a strong emphasis on the theory and practice of business, as well as consumer marketing.
- iv. Produce graduates with business and entrepreneurial skills, as well as research, analytical, team working, communication, and presentation skills.

2.3 Programme Code and Four-Digit Codes

All core marketing and advertising courses offered in the B. Sc. (Marketing and Advertising) are coded with a three-lettered prefix MKA, followed by four digit numbers. The courses offered in the three specialized areas in the B. Sc. Marketing and Advertising programme are given in Table 2 below.

MODES OF ADMISSION AND ADMISSION REQUIREMENTS

Candidates may be admitted into the undergraduate degree programmes of the Department in any of the following three ways:

- i. Through Unified Tertiary Matriculation Examination (UTME)
- ii. By Direct Entry
- iii. Through Inter-University Transfer

1. Unified Tertiary Matriculation Examination (UTME) Entry Mode

Candidates seeking admission through Unified Tertiary Matriculation Examination (UTME) into 100-level of any of the four-year programmes leading to the award of Bachelor of Science (B. Sc.) degree of the Department should possess a minimum of credit level passes in five (5) subjects at the Senior Secondary School Certificate Examinations (SSSCE) or its equivalents (GCE/WASCE/NECO) in not more than two (2) sittings to include English Language, Mathematics, Economics or Commerce, and any other two subjects.

Equivalent five-subject credits obtained in examinations conducted by the National Board for Technical Education (NABTEB) are also accepted.

In addition, the University requires that the candidate makes an acceptable pass in the Unified Tertiary Matriculation Examinations (UTME) conducted by the Joint Admission and Matriculation Board (JAMB). Furthermore, the University screens all candidates for admission into its degree programmes.

2. Direct Entry Mode

Candidates seeking Direct Entry admission to the 200-level should possess, in addition to the minimum of five credit passes at the GCE/SSC/NECO examinations, any of the following qualifications:

- a) The Advanced Level GCE passes in at least two subjects specified as follows:
Business Management, Accounting or Economics.
- b) Interim Joint Matriculation Board (IJMB) Examination in relevant subjects.
- c) National Diploma (ND) Upper Credit or equivalent in the subject applied for or related field.
- d) Higher National Diploma (HND) Lower Credit in related field.
- e) First degree in a related area from a recognized university.

Furthermore, the University reserves the right to screen Direct Entry candidates before admission.

3. Inter-University Transfer

Candidates wishing to transfer from another university into the Department must obtain and fill the Inter-University Transfer form from the University's Academic Office. An application for admission to the University through inter-university transfer will be considered only if the Department is satisfied that the candidate has met the minimum academic requirements for admission to the programme he or she has chosen. All inter-university transfer candidates will normally be admitted into 200 level of the receiving programme, and not to a higher level.

GENERAL STUDIES REQUIREMENT

The degree requirements in every case include compulsory courses in General Studies (GES), Theology, and Entrepreneurship; students are required to take all General Studies, Theology, and Entrepreneurship courses, which they must pass before they can graduate. Direct Entry students will also take and pass all General Studies, Theology, and Entrepreneurship courses. However, some General Studies and Entrepreneurship courses may be waived for students transferring from other universities in Nigeria if the General Studies and Entrepreneurship courses they took in their previous universities are equivalent in content to those offered in Veritas University, Abuja.

COURSE CREDIT SYSTEM

The University operates a course credit system in which subject areas are broken down into examinable units called '*courses*'. Instructions in the Department are delivered by courses and students shall be required to take an approved combination of courses as may be determined from time to time by the University Senate on the recommendations of the Departmental and College Boards of Studies.

CREDIT UNIT

All courses offered in the Department's degree programmes are assigned credit units and students earn credit units for courses passed. A credit unit refers to a specified number of hours of student-teacher contact for lectures/tutorials of one hour per week per semester of fifteen weeks. Hence, one credit unit is one hour of lecture or tutorial (or an equivalent amount of study, such as seminars, laboratory, industrial attachment, or fieldwork, or any combination of these) per week per semester of fifteen weeks. For example, one week of industrial attachment may be the equivalent of one hour of lecture per week per semester.

GRADING SYSTEM

The grading of courses shall be done by a combination of percentage marks and letter grades translated into a graduated system of Grade Point Equivalents (GPE), as follows:

Raw Scores (%)	Letter Grade	Grade Points Equivalent	Interpretation
70 – 100	A	5	Excellent
60 – 69	B	4	Very Good
50 – 59	C	3	Good
45 – 49	D	2	Pass
0 – 44	F	0	Fail

GRADE POINT AVERAGE (GPA)

For determining a student's academic standing at the end of every semester, the Grade Point Average (GPA) system shall be used.

The Grade Point Average (GPA) is derived from the raw scores obtained by a student in all the courses taken in a particular semester. It is computed by multiplying the numerical value assigned to the letter grade attained in each course (the *grade point equivalent*) by the number of credit units assigned to that course to obtain the *grade points*. These products are summed across the number of courses taken to obtain the *total grade points* (GP) earned in that semester. This sum is then divided by the total credit units the student registered for in the semester (TC). An illustration of the computation of the GPA is given below.

CUMULATIVE GRADE POINT AVERAGE (CGPA)

The Cumulative Grade Point Average (CGPA) is a measure of a student's overall up-to-date average performance at any point in his/her programme of study, based on the cumulative grade points (C.G.P.) earned by the student up to that point. However, the cumulative grade point average is usually computed at the end of a particular semester and/or academic session. The CGPA is derived by multiplying the *grade points* earned by the student in each course (whether passed or failed) taken to-date by their respective credit units, summing these products to get the *cumulative grade points*, and then dividing this aggregate quantity by the sum of the credit units of all the courses the student has taken to-date.

WORK LOAD

A student shall normally register for a minimum of thirty (30) and a maximum of forty eight (48) credit units in any academic year, except in the final year of study (where special provisions have been made for excess credit load) and in the special case of direct entry and inter-university transfer students. For direct entry and inter-university transfer students, who follow a three-year degree programme, the maximum of 24 credit units per semester or 48 credit units per session

may be exceeded by the number of credit units assigned to the General Studies, Theology, and Entrepreneurship courses, which they must take.

COMPULSORY, REQUIRED, AND ELECTIVE COURSES

To qualify for award of a degree, the student is required to pass all courses he or she has registered for, whether compulsory, required, or elective. Compulsory courses are made up of designated core courses in the discipline, General Studies (GES), Theology, and Entrepreneurship courses. Required courses are foundational courses in mathematics, statistics, research methods, and other closely related courses in the programme, which the student is required to take. Elective courses are courses offered within or outside the Department, which the student chooses to take in order to complete the required credit load for the semester.

CONDITIONS FOR PROBATION

If at the end of the session a student's Cumulative Grade Point Average (CGPA) is less than 1.50, then he/she will be placed on probation for the next academic session. A student who is on probation shall re-register for all the failed courses before registering the current ones. Such a student should not exceed a credit load of 24 credit units in any semester.

CONDITIONS FOR WITHDRAWAL

If at the end of a probation period, a student's CGPA is still less than 1.50, the student will be asked to withdraw from his/her programme of study. A student who is so withdrawn need not leave the University; rather, he/she may transfer to another programme within or outside the Department or College that may be willing to accept him or her.

FULL-TIME AND RESIDENCY REQUIREMENTS

All undergraduate programmes offered in the Department are full-time and fully residential. Students may not undertake any regular paid employment within or outside the University while in the programme.

COURSE CODING

All courses offered in the Department are coded by assigning them a three-lettered prefix followed by four-digit numbers.

PROGRAMME CODES

The three-letter prefixes represent the B. Sc. degree programmes being offered or that are to come on board. They are assigned as follows:

ACC	—	B. Sc. (Accounting)
BFN	—	B. Sc. (Banking and Finance)
BUS	—	B. Sc. (Business Administration)
ECO	—	B. Sc. (Economics)
ENT	—	B. Sc. (Entrepreneurship)
MKA	—	B. Sc. (Marketing and Advertising)

The three-letter prefixes GES and THG are assigned to General Studies and Theology courses, respectively.

THE FOUR-DIGIT CODES

The four-digit numbers are assigned to represent the level of study, a specialized area within the programme of study, the serialization of courses within the specialized area, and the semester in which the course is offered, in that order. They are to be interpreted in the following manner:

The first digit in the sequence represents the level of study; the numerals are assigned to the four levels as follows:

1	-	100 level
2	-	200 level
3	-	300 level
4	-	400 level

The second digit in the sequence represents a special area of study (specialization) within the degree programme. For the B. Sc. (Accounting) programme, the specializations (being five in number) are coded as follows:

- 1--- Financial Accounting
- 2 --- Cost and Management Accounting
- 3 --- Auditing and Investigation
- 4 --- Taxation and Public-Sector Accounting
- 5 --- Accounting Research and Seminar

The University has reserved the number '0' as the second digit exclusively for General Studies and Entrepreneurship (GES) courses.

The third digit in the sequence represents the serial number the Department assigns to a particular course unit among the course units offered within that specialization. Details of these may be found in each programme's description given below.

The last digit refers to the semester in which the course is offered, where the numeral '1' stands for the first semester and '2' stands for the second semester.

REGISTRATION

At the beginning of every semester, all students are required to follow procedures prescribed by the Academic Office within the Registry and register on-line for all their courses for that semester. A student is not fully registered for an academic session unless and until these on-line procedures have been completed within a prescribed period. A student who registers late shall pay a late registration fee, as determined from time to time by the University.

Any student who fails to register for the first semester within two months of the beginning of the session shall not be allowed to register for that session any more. For the candidate admitted to 100 level of study, or through Direct Entry, his/her admission shall be considered to have lapsed. Any returning student who fails to register within two months of the beginning of the new session shall be deemed to have voluntarily withdrawn from the University and shall forfeit the benefit of taking any examinations in any semester of that session. In addition, such a student shall be re-admitted in a subsequent session only with the approval of Senate.

Students who attend lectures in courses that they have not registered for shall do so only with the express permission of the course lecturer(s). However, such students shall not earn any credit units from participation in such courses.

COURSE ADVISERS

The Head of Department shall appoint from among the full-time members of the academic staff of the department a course adviser for each level of study. The course adviser shall advise the students on university regulations as they relate to their studentship as well as guide the students in selecting courses in accordance with the regulations governing the award of the degree for which they have enrolled. He/she has the primary responsibility of ensuring that the student he/she advises registers appropriately for the courses and credit units required of his/her level of study and academic standing.

PRE-REQUISITE COURSES

Courses may have pre-requisites, which are specified courses that a student must take and pass before registering for next relevant higher-level courses or continuation of the same course in a subsequent semester. However, a student who fails to pass a pre-requisite course may be allowed to register concurrently for the next relevant higher-level course or continuation of the same course, provided such is approved by the Department.

ADD/DROP COURSES

Students may add or drop courses for which they have registered within one month of the beginning of lectures. However, such changes shall be allowed only subject to meeting the requirements of the receiving programme or department.

INTRA-DEPARTMENTAL AND INTRA-COLLEGE TRANSFERS

Intra-departmental and intra-college transfers are permissible only at 100 and 200 levels of study if the student has satisfied the entry requirements of the receiving programme. However, requests for intra-departmental or intra-college transfer should be made and, if approved, effected at the beginning of the academic session.

DURATION OF DEGREE PROGRAMMES

Generally, the degree programmes in the Department will have a minimum of 4 years duration for the UTME students and 3 years for Direct Entry students. The maximum number of years allowable for a course of study to earn a Bachelor's degree is 6 years.

GRADUATION REQUIREMENTS

In order to qualify for graduation from any of the undergraduate degree programmes in the Department, the student must have met the following requirements:

- a) Been duly admitted for the degree programme.
- b) Been matriculated into the University.
- c) Passed all compulsory and required courses in the programme of study, as well as elective courses.
- d) Accumulated the minimum number of credit units prescribed for the award of the degree.

- e) Successfully completed and submitted a Research Project report.
- f) Obtained a CGPA of not less than 1.50.

SEMESTER EXAMINATIONS

Students shall take end-of-semester examinations in all courses they registered for in that semester. The end-of-semester examination shall contribute 60 percent of the total marks for each course and credits shall be earned for courses passed. The Grade Point Average (GPA) shall be calculated based on the total number of courses a student had registered for during the semester, whether passed or failed, and reported along with the semester and sessional results. However, the marks a student scores for any course he or she had not registered for shall be discarded.

CONTINUOUS ASSESSMENT

Every course offered in the Department has a continuous assessment component, which shall contribute 40 percent of the total marks for the course. The continuous assessment component consists of two continuous assessment tests or intra-semester examinations (having 10 marks each) and two written assignments or term papers and presentations (having 10 marks each), as well as attendance at lectures and tutorials. The student shall be given his/her continuous assessment test scripts and marked written assignments with his/her scores on them as a feedback on his/her performance in the course. These continuous assessment scores shall be given to the student before the beginning of the end-of-semester examinations.

MODERATION OF 400-LEVEL EXAMINATIONS

External examiners appointed for the programme shall moderate all question papers for 400 level examinations. At the beginning of each semester, the external examiner shall vet the course outlines for each course offered at the 400 level of the programme for which he/she is responsible, vet the questions to be given at the end-of-semester examination, and participate in the marking of scripts for the end-of-semester examination. The external examiner responsible shall also participate in the determination of overall results and in the classification of degrees.

DEPARTMENTAL BOARD OF EXAMINERS

The Department has a Departmental Board of Studies and a Departmental Board of Examiners. The Head of Department is the Chairman of the two boards. The Departmental Board of Examiners shall deliberate and make recommendations to the College Board of Studies on all matters relating to examinations.

GUIDELINES FOR EXAMINATION AND GRADING

Every course shall be examined during the semester in which it is offered and a candidate shall be credited with those courses that he/she has passed.

The forms of examinations may include practical examinations, inspection, and assessment of practical work, notebooks, project work, special reports, and so on. However, the form of the examination shall be specified by the Department and approved by Senate on the recommendation of the Departmental and College Boards of Studies.

The time allowed for written examination shall normally be based on not more than one hour for each credit unit of the course and the time allowed for any examination shall not exceed 3 hours.

Only students duly registered for a course and who have met the minimum of 75 percent attendance at lectures and tutorials are eligible to write the end-of-semester examination in that course and get their results.

A student may not absent himself from any required continuous assessment examination or tests unless by permission of the course lecturer and/or the Head of Department.

OTHER REGULATIONS TO BE OBSERVED BY ALL STUDENTS

These regulations should be adhered to by all students for the smooth administration of the Department and to ensure an environment that is conducive for all:

- (a) A student is entitled to the membership of the Department only when he is fully registered in any one of the Department's programme of study.
- (b) Every student is required to attend lectures for the two semesters in the session, and to sit for examinations in all courses for which he/she has registered. If, however, a student is prevented from doing these by illness or other unforeseen circumstances, such a student must report the reasons to his/her Head of Department who will forward the same to the Dean of the College and the Registry for information.
- (c) All students are required to conduct themselves in a quiet and orderly manner at all times, particularly within the classrooms and on the University premises.
- (d) A student shall not change the course of study for which he was enrolled without the consent of the Head of Department and the Dean of the College.
- (e) Any student who does not perform satisfactorily in his or her academic work may be recommended by the Department and College Boards of Studies to the Senate for probation and/or withdrawal from the University.
- (f) Belonging to any secret cult or organization is prohibited and punishable by expulsion and prosecution.

RESULTS, GRADING SYSTEM, AND GRADE POINTS

Results are published by the Department after approval by the Senate. The published results show the student's name and matriculation number, the courses the student took and their credit units, and then the student's examination performance in terms of the raw scores, their equivalent letter grades, and grade points. The result also shows the student's Grade Points Average (GPA) for the semester and the Cumulative Grade Points Average (CGPA).

Classification of Degrees

The undergraduate degrees of the Department shall be classified according to the University's degree classification scheme, which is as follows:

<u>Final CGPA</u>	<u>Class of Degree</u>
4.50 – 5.00	First Class Honours
3.50 – 4.49	Second Class Honours, Upper Division
2.40 – 3.49	Second Class Honours, Lower Division
1.50 – 2.39	Third Class Honours

TITLE OF DEGREES

The University awards the Bachelor of Science degrees, of the undergraduate programme of the Department under the titles, **B. Sc. (Accounting)**

Staff List 2012/2013

S/N	Name of Staff	Rank	Specialization	Qualifications
1.	Prof. Michael Kwanashie	Professor/Vice-Chancellor	Economic Theory	PhD (Economics), McGill, 1981; M.A. (Economics), Northwestern, 1977; B. Sc. (Economics), ABU, 1974.
2.	Dr. John P. Uko	Senior Lecturer/ Director of Consultancy Services	Marketing, Management, and Entrepreneurship	PhD (Bus Admin—Marketing), Illinois, 1983; M. Sc. (Bus. Admin—Marketing), Illinois, 1981; B. A. (1 st Class Hons.) (Management and Administration), Dar es Salaam, 1975.
3.	Prof. Cyril S. Ige	Professor/Dean of Postgraduate Studies	Econometrics; Business Mathematics	PhD (Qualitative/Devpt Econs), Strathclyde, Glasgow, 1981; M.Sc. (Econs), Ibadan, 1975; B.Sc. (Econs), Ibadan, 1973.
4.	Rev. Fr. Prof. Austin Echema	Professor	Theology & Church History	PhD (Theology), Hochschule, 1994; L. SL (Sacred Liturgy), Hochschule, 1991; BD (Magna cum Laude), Rome, 1986; B.Phil (Magna cum Laude), Rome, 1982.
5.	Dr. Gabriel B. Egbe	Senior Lecturer/Acting Director of Academic Planning and Quality Assurance	Business Communication	PhD (English), 2004; M. A. 1994; B. A. (English/Education), Unical; Diploma in Journalism, 1995; NCE, Uyo, 1994.
6.	Rev. Fr. Barr. Dr. John Gangwari	Senior Lecturer	Business Law, Commercial Law, Ethics	J. GD (PhD) Canon Law, 1989; J. C. L. (1985); B. D. (1980). B. Phil (1989); LL. B. (Hons), 1999; B. L. (2002).
7.	Dr. Joseph U. Azubike	Senior Lecturer	Accounting	PhD (Accounting), 2009; M. Sc. (Accounting), 2005; MBA (Finance), 1991; B. Sc. (Accountancy), UNN, 1988; ACA (1991); ACTI (1999).
8.	Dr. Emmanuel Obiorah Ozoh	Senior Lecturer	Accounting	PhD (Economics), Unical, 2006; MBA (Finance), UNN, 1983; B.Sc. (Accountancy), UNN, 1980; FCNA, 2007.
9.	Dr. Ioraver Nyenger Tsegba	Senior Lecturer	Accounting/Finance	PhD (Accounting & Finance), BSU, 2011; M.Sc. (Accounting & Finance), ABU, 1985; B.Sc. (Accounting), ABU, 1981; CNA, 1995.

10.	Dr. Francis Ikechukwu Asiegbu	Senior Lecturer	Marketing	PhD (Marketing), RUST, 2009; MBA (Marketing), UNIPORT, 2004; B.Sc. (Marketing), UNIPORT, 2000.
11.	Dr. Fidelis A. Ayatse	Senior Lecturer	Management	PhD (Management), BSU, 2011; MBA (Management), Usman Danfodio, 1995; B.Sc. (Management), Usman Danfodio, 1990.
12.	Dr. Mrs. Maria -Assumpta O. Eduok-Akpan	Lecturer I	Mathematics, Statistics, Operations Research	PhD (Industrial Eng./Operations Research), 2007; M. Eng. (Industrial Eng./Operations Research), Uniben, 1994; M. Sc. (Mathematics), Ibadan, 1987; B. Sc. (Mathematics), Nsukka, 1978.
13.	Dr. Innocent E. Iwunze	Lecturer I	Communication in French	PhD (French/English), ABSU, 2010; M.A (French/English), ABSU, 1997; B.A (French), 1994.
14.	Mr. Soji Solomon Ikuemonisan	Lecturer II	Accounting	M.Sc. (Economics), UNIPORT, 2008; MBA (Accounting), RSUST, 2004; B.Sc. (Accounting), UNIPORT, 1997; ACA, 2006.
15.	Dr. Dennis B. Ewubare	Lecturer II	Development/Monetary Economics	PhD (Economics) UNN, 2009; MBA (Accounting), RSUST, 2004; M. Sc. (Economics), UNIPORT, 2003; PGD (Finance & Banking), UNIPORT, 1999; B. Sc. (Economics), UNIPORT, 1995.
16.	Mr. Magnus Nkemjika Ogujiofor	Assistant Lecturer	Accounting	M.Sc. (Accounting & Finance), ABU, 2006; B.Sc. (Accounting), IMSU, 1997.
17.	Mr. O.A. Macaulay	Assistant Lecturer	Marketing & Advertising	M. Sc. (Marketing Management), Uniben, 2009; B. Sc. (Marketing), Abraka, 2000.
18.	Mr. Abudu Kasimu	Assistant Lecturer	Finance	M.Sc. (Financial Management), Uniben, 2012; B.Sc. (Banking & Finance), Uniben, 2006; NIM, 2008.
19.	Mr. Meshack Aggreh	Assistant Lecturer	Accounting	M.Sc. (Accounting), Uniben, 2012; B.Sc. (Accounting), Uniben, 2008; ACA, 2012.
20.	Mr. Terzungwe P. Vande	Assistant Lecturer	Elements of Government	M. Sc. (Political Science), Uniport, 2010; PGD (Education), BSU, 2009; B. Sc. (Political Science), BSU, 2003.
21.	Dr. Hyacinth Apya	Lecturer II	Community Service	PhD (History), BSU, 2012; M.A. (History), BSU, 2005; BA (History), BSU, 2002; NCE, Ankpa, 1990.
22.	Mr. Thomas O. Oladele	Tutorial Assistant	Accounting/Management	B.Sc. (Business Management), Unijos, 2006; ACA, 2012.
23.	Mr. Olannye Henry Odigwe	Assistant Lecturer	Marketing & Advertising	B.Sc. (Marketing), DELSU, 2001; M.Sc. (Marketing), UNILAG, 2008;

24	Jeresa Solomon	Graduate Assistant	Marketing & Advertising	B.Sc. (Marketing), DELSU, 2011;
25	Miss Atu Gina	Graduate Assistant	Accounting	B.Sc. (Accounting), Igbinedion, 2010

2.3 Programme Code and Four-Digit Codes

All core marketing and advertising courses offered in the B. Sc. (Marketing and Advertising) are coded with a three-lettered prefix MKA, followed by four digit numbers. The courses offered in the three specialized areas in the B. Sc. Marketing and Advertising programme are given in Table 2 below.

Table 2

Courses Offered in B. Sc. (Marketing and Advertising) Programme
by Areas of Specialization.

S/N	Course Code and Title	Credit Units
	1. Marketing Management Strategy	
1.	MKA 2111 Principles of Marketing	3
2.	MKA 2122 Distribution Management	3
3.	MKA 3131 Product Management	3
4.	MKA 3142 Brand Management	3
5.	MKA 3152 Physical Distribution and Logistics	3
6.	MKA 4161 Industrial Marketing	3
7.	MKA 4171 Marketing Management	3
.8	MKA 4181 e-Marketing	3
9	MKA 4192 Marketing of Services	3
10	MKA 4102 Strategic Marketing Planning	3
11	MKA 4112 International Marketing	3
	2. Advertising	
1.	MKA 2211 Marketing Communication	2
2.	MKA 2222 Elements of Advertising	3
3.	MKA 3231 Marketing Public Relations	3
4.	MKA 3242 Advertising Management	3
5.	MKA 3252 Promotion Management	3
6.	MKA 3262 Sales Management	3
7.	MKA 4271 Advertising Theory	3
	3. Consumer Behaviour and Research	
1.	MKA 3311 Consumer Behaviour	3
2.	MKA 4321 Marketing Research	3
3.	MKA 4331 Marketing and Advertising Seminar	2
4.	MKA 4342 Research Project	6

Table 2: Courses Offered in B. Sc. (Marketing and Advertising) Programme
by Areas of Specialization.

S/N	Course Code and Title	Credit Units
	4. Marketing Management Strategy	
1.	MKA 2111 Principles of Marketing	3
2.	MKA 2122 Distribution Management	3
3.	MKA 3131 Product Management	3
4.	MKA 3142 Brand Management	3
5.	MKA 3152 Physical Distribution and Logistics	3
6.	MKA 4161 Industrial Marketing	3
7.	MKA 4171 Marketing Management	3
8.	MKA 4181 e-Marketing	3
9.	MKA 4192 Marketing of Services	3
10.	MKA 4102 Strategic Marketing Planning	3
11.	MKA 4112 International Marketing	3
	5. Advertising	
1.	MKA 2211 Marketing Communication	2
2.	MKA 2222 Elements of Advertising	3
3.	MKA 3231 Marketing Public Relations	3
4.	MKA 3242 Advertising Management	3
5.	MKA 3252 Promotion Management	3
6.	MKA 3262 Sales Management	3
7.	MKA 4271 Advertising Theory	3
	6. Consumer Behaviour and Research	
1.	MKA 3311 Consumer Behaviour	3
2.	MKA 4321 Marketing Research	3
3.	MKA 4331 Marketing and Advertising Seminar	2
4.	MKA 4342 Research Project	6

B. Sc. Marketing and Advertising PROGRAMME STRUCTURE**100 LEVEL****First Semester**

Course Code	Course Title	Credit units
GES 1011	Communication in English I	2
GES 1021	History and Philosophy of Science	2
GES 1031	Nigerian Peoples and Culture	2
GES 1041	Use of Library, Study Skills, and ICT	2
ACC 1111	Principles of Accounting I	3
BFN 1111	Principles of Finance	3
BUS 1111	Introduction to Business	3
BUS 1121	Business Mathematics I	3
ECO 1111	Principles of Economics I	3
	Total	23

Second Semester

Course Code	Course Title	Credit units
GES 1012	Communication in English II	2
GES 1022	Logic, Philosophy, and Human Existence	2
GES 1032	Communication in French	2
GES 1042	Community Service	1
THG 1712	Introduction to Church History	2
ACC 1122	Principles of Accounting II	3
BFN 1122	Introduction to Money and Banking	3
BUS 1412	Introduction to Business Psychology	3
BUS 1322	Business Mathematics II	3
ECO 1122	Principles of Economics II	3
	Total	24

200 LEVEL**First Semester**

Course Code	Course Title	Credit units
GES 2011	Peace Studies and Conflict Resolution	2
GES 2021	Entrepreneurship and Innovation	2
THG 2711	Spiritual Theology and Catechesis	2
ACC 2131	Intermediate Financial Accounting I	3
BUS 2331	Business Statistics I	3
BUS 2341	Introduction to Computer Science	3
ECO 2131	Introduction to Microeconomic Theory I	3
MKA 2111	Principles of Marketing	3
MKA 2211	Marketing Communication	2
	Total	22

Second Semester

Course Code	Course Title	Credit Units
GES 2012	Business Creation and Growth	2
THG 2722	Social Teaching of the Church	2
ACC 2142	Intermediate Financial Accounting II	3
ACC 2212	Introduction to Cost and Management Accounting	3
BUS 2362	Application of the Computer	3
BUS 2122	Business Communication	2
BFN 2142	Business and Corporate Finance	3
BUS 2352	Business Statistics II	3
BUS 2412	Elements of Government	3
	Total	24

300 LEVEL**First Semester**

Course Code	Course Title	Credit Units
BFN 3131	Financial Management I	3
BUS 3131	Company Law	3
BUS 3141	Elements of Management	3
BUS 3251	Production Operations Management	3
ENT 3161	Entrepreneurship Development	2
MKA 3131	Product Management	3
MKA 3231	Promotion Management	3
MKA 3311	Consumer Behaviour	3
	Total	22

Second Semester

Course Code	Course Title	Credit Units
BUS 3152	Business Law	3
BUS 3372	Research Methods in Business	3
BUS 3382	Analysis for Business Decisions	3
MKA 3142	Brand Management	2
MKA 3152	Physical Distribution and Logistics	2
MKA 3242	Advertising Management	3
MKA 3252	Marketing Public Relations	2
MKA 3262	Sales Management	3
	Total	21

400 Level**First Semester**

Course Code	Course Title	Credit Units
BUS 4161	Business Policy and Strategy I	3
MKA 4161	Industrial Marketing	2
MKA 4171	Marketing Management	3
MKA 4181	e-Marketing	3
MKA 4271	Advertising Theory	2
MKA 4321	Marketing Research	3
MKA 4331	Marketing and Advertising Seminar	2
	Total	18

Second Semester

Course Code	Course Title	Credit Units
BUS 4172	Business Policy and Strategy II	3
BUS 4392	Management Information System	3
MKA 4192	Marketing of Services	2
MKA 4102	Strategic Marketing Planning	2
MKA 4112	International Marketing	3
MKA 4342	Research Project	6
	Total	19

COURSE DESCRIPTION**100 Level****First Semester****GES 1011 Communication in English I (2 credit units)**

The course is designed to impart the communication skills in the medium of English. Emphasis is on introducing students to English for Academic purposes and specifically focuses on: Listening and Note taking; Speaking skills (sounds of English, stress, intonation and rhythm); Reading Skills and strategies such as skimming and scanning, SQ3R, KWL, CATAPULT, THIEVES, etc); and essentials of English grammar. The concentration of this course is equipping students to develop appropriate language skills necessary for academic purposes.

GES 1021 History and Philosophy of Science (2 credit units)

Scientific evolution of man: the history of science, classification; scientific methods and the various areas of science and technology. Science and the environment: environmental effects of chemical plastics, textiles, waste and other material, chemical and radioactive hazards; elements of environmental studies; terrestrial and cosmic life; ecology and types of habitat: climate and vegetation; Energy resources: fossil fuels, nuclear energy and renewable energy resources; the Nigerian energy reserves. Characteristics of living things; cell and tissue biology; biochemistry and cellular metabolism; taxonomy of living things; Engineering technology and socio-economic development of Nigeria; the effect of adequate and stable electric power supply and

satellite communication technology on the technological development of Nigeria; The interaction between science and technology; Social and ethical implications of advances in science and technology; automated industrial plants; satellite technology; space technology; genetic engineering technology; weapons of mass destruction (WMD); health education.

GES 1031 Nigerian Peoples and Cultures (2 credit units)

Study of the Nigerian history, culture and arts in pre-colonial times, Nigerian's perception of his world; culture areas of Nigeria and their characteristics; evolution of Nigeria as a political unit, indigene/settler phenomenon; concepts of trade; economies of self reliance, social justice, individual and national development, norms and values, negative attributes and conducts (cultism and related vices); reorientation of moral and national values; moral obligations of citizens and environmental problems. The course should emphasis some aspects of Nigerian political economy as critical in understanding Nigerian peoples and cultures.

GES 1041 Use of Library, Study Skills, and ICT (2 credit units)

Brief history of libraries; library and education, university libraries and other types of libraries; types of library materials, using library resources including e-learning, e-materials, etc. Understanding library catalogues (card, OPAC, etc.) and classification; copyrights and its implications, database resources, bibliographic citations and referencing; Study skills. Development of modern ICT, hardware technology, software technology, input devices, storage devices, output devices, communication and internet services, word processing skills (typing, etc.); Hands on practice using Microsoft Word, Excel and Power Point.

ACC 1111 Principles of Accounting I (3 credit units)

The nature, scope, and purpose of accounting; the role of accountants, the accounting functions and relevance to the information system of the organization, historical background of accounting. Books of original entry; Source documents and their uses, subsidiary books; meaning, types and preparation; sales day book, purchases day book, returns inwards day book, returns outward day book and journal proper; classification, recording and summary of business transactions. The accounting equation, double entry principle – the theory and mechanics of double-entry book-keeping: - books of accounts, including cash book, ledgers, petty cash book and imprest system, posting of entries in the subsidiary books to the ledger, the trial balance, meaning and purpose of the trial balance, errors affecting the trial balance, errors not affecting the trial balance; correction of errors and the uses of suspense accounts. Final accounts of sole traders including adjustment for: provision for depreciation, provision for bad debts, accruals, and prepayments. Classification of expenditure between capital and revenue. Bank reconciliation statement and adjustment of the cashbook.

BFN 1111 Principles of Finance (3 credit units)

The course offers an introduction to the study of the functions of finance and financial management in a modern enterprise. Topics to be covered include definition, nature, and functions of business finance; the firm and its financial objectives; financial decisions; financial management as a tool for planning and control. Others are financial intermediaries, financial markets and financial instruments, the stock market, sources and choice of fund acquisition, capital budgeting.

BUS 1111 Introduction to Business (3 credit units)

This is an introductory course in *business administration* for beginning students of Management and Social Science disciplines. The course examines the concept of business and the role and functions of a business enterprise as an economic and social entity in a modern economy, the nature and scope of business administration as a course of study and a managerial activity, classification of businesses enterprises—micro, small, medium, and large-scale enterprises. Other topics covered are the legal forms of business ownership, a survey of the functional areas

of business based on the framework of the value chain (primary activities and secondary activities), corporate social responsibility, and the major problems facing Nigerian business enterprises.

BUS 1311 Business Mathematics I (3 credit units)

Basic notions in Numeric Analysis: the number systems; integers, properties of integers, rational and irrational numbers, complex numbers. Mathematics and symbolic logic: Inductive and deductive systems; Simple and compound statements, Truth tables. Elementary set theory: subsets, union, intersection, complements, Venn diagrams. Simple sequences and series, finite and infinite series, convergent and divergent series, Arithmetic and Geometric Progression. Permutations and combinations. Theory of quadratic functions, binomial theory, and equations. Algebraic and Transcendental Function. Functions of real variables, graphs, limits, and continuity. Expansion of Algebraic Function with Application in Business Studies. Basic trigonometry: trigonometric functions and their inverses. Inequalities. Power, exponential and logarithmic functions. Matrix Algebra: vectors and matrices. Differences Formula (Equal and Unequal Intervals). Interpolation and Summation Techniques, Coordinate Geometry. Cartesian and Polar Coordinates; Area of Triangles and Quadrilaterals. The Circles, Parabola, Ellipse, and Hyperbola.

ECO 1111 Principles of Economics I (3 credit units)

An introduction to the various issues, the nature of economic science, the methodology of economics, major areas of specialization in economics, stressing historical development of ideas, major findings in the various areas of specialization, elementary principles of micro and macro-economics, current issues of interest and probable future developments.

Second Semester

GES 1012 Communication in English II (2 credit units)

This is a continuation of GES 1011: Communication in English 1, which introduced students to the rudiments of English for academic purposes. The focus of this course is academic writing and presentation skills in English. The course exposes students to the broad linguistic conventions and skills suitable for different kinds of academic writing such as summaries including abstracts, book reviews, report writing, answering examination questions, etc. Emphasis is on logical presentation, choice of appropriate lexis, cohesion and coherence as fundamentals of effective writing. Students are also exposed to public speaking skills and aspects of rhetorics, style and use of figures of speech, which add to persuasive writing and speaking in English.

GES 1022 Logic, Philosophy and Human Existence (2 credit units)

A brief survey of the main branches of philosophy; symbolic logic, special symbols in symbolic logic – conjunction, negation, affirmation, disjunction, equivalent and conditional statements; Law of tort. The method of deduction using rules of inference and bi-conditionals qualification theory. Types of discourse: nature of arguments, validity and soundness; techniques of evaluating arguments; distinction between inductive and deductive inferences, etc. (illustration will be taken from familiar texts including literature materials, novels, law reports and newspaper publications). Philosophy and national development; national ideology and patriotism.

GES 1032 Communication in French (2 credit units)

Introduction to French; alphabets and numeracy for effective communication (written and oral); conjugation and simple sentence construction based on communication approach; sentence construction, comprehension and reading simple texts.

GES 1042 Community Service I (1 credit unit)

The course aims to promote the spirit of service and engages students in civil works beneficial to the University community and its environs including but not limited to farming, road building and maintenance, landscaping, planting of flowers and hedges, grass-cutting and general cleaning of the campus and its environs, concreting and laying of seating and footpath slabs amongst others to promote the dignity of labour and service to community.

THG 1712 Introduction to Church History (2 Credit Units)

The course introduces students to church history covering Ancient Church history (from the closing of the NT writings circa 100 to the Council of Chalcedon, in 451) through medieval to contemporary church history. Ancient church history highlights the importance of this period to theological scholarship, doctrinal development and ecumenical studies. Medieval Church History covers the Middle age period, which gave birth to scholasticism and humanism. These two are important to any attempt to understand the development of history of theology in this period and the religious and intellectual factors that led to the Reformation. This is a period between the Dark Ages and the 16th Century; however, the Reformation and Counter Reformation period is purposely included in order to bring the period of its logical conclusion to the contemporary era and the Second Vatican Council.

ACC 1122 Principles of Accounting II (3 credit units)

The nature, scope, and purpose of accounting. Basic financial statements. Accounting conventions. Theory and mechanics of double entry bookkeeping. Books of original entry. The cashbook and the ledger, classification, recording and summary of business transactions. The revenue accounts and balance sheets of business concerns. The valuation of assets and measurement of business income. The interpretation of accounts: significant accounting ratios. Sources and application of funds statements.

BFN 1122 Introduction to Money and Banking (3 credit units)

Nature, forms and functions of Money: theories of Commercial Banking operations; Principles and functions of different types of Banking Institutions; the Banks and Money Supply; Money and Capital Markets; Monetary and Fiscal Policies; Inflation and Credit Creation; History of Banking in Nigeria; Development of the Central Bank; General Principles of Bank Lending; Bank Services; Methods of Payment through the banking system both domestic and overseas; the balance sheet structure; the protection of deposits funds; reserve and liquid assets requirements.

BUS 1322 Business Mathematics II (3 credit units)

Differential Calculus: Limits and Continuity—the derivative as a limit of rate of change. Derivation from First Principles. Techniques of differentiation. The straight line, parallel and perpendicular lines, angle between two straight lines, the distance between points from a line, parametric equations, tangents, and normal. Rules and techniques of differentiation, maxima, and minima. Total Differentiation: Application to Marginal Analysis, Cost Functions, Indifference Curves, and so on. Partial Differentiation with Application to Marginal Analysis and Comparative Statistics. Maximization and Minimization. Integral Calculus. Integration as an inverse of differentiation, Integration as a limit of a sum, areas under a curve, volumes. Integration with Application to Marginal Total Equations. Applications and illustrative examples from management and the social sciences.

BUS 1412 Introduction to Business Psychology (3 credit units)

A basic course in psychology dealing with emphasis on industrial and organizational psychology as well as consumer psychology—both focusing on the processes of understanding human behavior in the workplace and in his consumption role. Treatment of such topics as the development of human personality through socialization, social perception, motivation and learning, role playing and small group interaction, attitude formation and change, norms and social influences, human conflict, and collective behaviour.

ECO 1122 Principles of Economics II (3 credit units)

Continuation of ECO 1111. The nature of economic science, microeconomic foundations to macroeconomics, the methodology of economics, major areas of specialization in economics, stressing historical development of ideas, major finding in the various areas of specialization, current issues of interest and probable future developments.

200 Level

First Semester

GES 2011 Peace Studies and Conflict Resolution (2 credit units)

Basic concepts in peace studies and conflict resolution. Peace as a vehicle of unity and development. Developing a culture of peace. Peace-building. Conflict issues. Types of conflict, e.g., ethnic/religious/political/economic conflicts. Root causes of conflicts and violence in Africa. Indigene/settler phenomenon. Management of conflict and security. Peace mediation and peace-keeping. Alternative dispute resolution (ADR). Dialogue/Arbitration in conflict resolution. The role of international organizations (example, ECOWAS, African Union, United Nations) in conflict resolution.

GES 2021 Entrepreneurship and Innovation (2 credit units)

The focus of the two-semester course on entrepreneurship—Entrepreneurial Studies I and II—is on examining entrepreneurship theories and fostering the practice of entrepreneurship among student participants leading to self-employment and job creation after graduation. In this first segment of the course, the students learn conceptually about being an entrepreneur in Nigeria. The first half of the semester will be devoted to studying the following topics: basic concepts of entrepreneurship, business risks, and profits, historical role of entrepreneurship in industrial and socioeconomic development of the society, entrepreneurship theories, and types of entrepreneurs. Others are the personal and interpersonal characteristics and behavioural traits of entrepreneurs, personal traits required for successful performance as an entrepreneur, entrepreneurship role demands, and the problem of succession in entrepreneurial enterprises. The second half of the semester will focus on learning how to conduct a market survey and consumer research for identifying and evaluating new business opportunities, setting up a business organization, and keeping of basic business/accounting records, developing a business plan, and identifying sources of financing. The problems of financing and managing growth in entrepreneurial firms will be discussed.

THG 2711 Spiritual Theology and Catechesis (2 credit units)

The course aims to lead the students into the nature of the spiritual life in a way that gives meaning and purpose to the spiritual exercises they perform. It studies the nature of theology as a systematic reflection on the meaning and content of Christian revelation and faith; various theological disciplines and their interconnectedness; meaning of spirituality; different aspect of spirituality- Biblical, Liturgical, Pastoral and African; rise and development of monasticism and modern Spirituality; Overview of the history of Christian spirituality; Christian virtues and universal application of charity, chastity, poverty and obedience, spiritual retreats. The emphasis on catechesis is to ensure the education of the human person to conversion and salvation taking into account one's cultural heritage and the integral formation of the whole person. The role of liturgy in catechesis, pastoral anthropology, psychology and psychopathology and the religious education of adults and adolescents children are emphasized.

ACC 2131 Intermediate Financial Accounting 1 (3 Credit Units)

This course reviews ACC 1122 and examines further problems on incomplete records, preparation and presentation of final accounts of non-commercial organizations such as clubs, societies, trade unions, churches, mosques etc; Reserves and provisions, accounting treatment of fixed assets and current assets based on SAS 3; introduction to partnership accounts including the final accounts; Changes in partnership: admission/death/retirement of partners including treatment of goodwill, partnership case laws; dissolution of partnership-piecemeal realization in partnership and Joint Venture Accounts.

BUS 2331 Business Statistics I (3 credit units)

This is the first of a two-semester course in elementary statistics as applied in business and social as well as the natural sciences. This first segment focuses on descriptive statistics. Topics covered include nature, definition, and scope of statistics and the use of statistics in everyday life. Basic concepts in statistics: variables, discrete and continuous variables; functional relationships. Sources and nature of published statistical data in Nigeria, their uses and limitations. Types of data: primary and secondary data. Methods of collecting data—census and surveys. Population and sample. Techniques of data presentation—tables, graphs, and diagrams. Frequency distributions and comparisons. Measures of central tendency and dispersion, skewness, and kurtosis. Simple ideas of probability and probability distributions.

BUS 2341 Introduction to Computer Science (3 credit units)

The course offers general introduction to Computer Science; Evolution of computers and computer technology: generations and classification of computer architecture; hardware and software techniques and applications; Components of a computer system; Basic concepts of computer algorithms, programming languages, and programming; Introduction to computer networks; Use of keyboard and mouse as input devices; Windows, word processing, spreadsheets, and presentation slides; Organization chart of computer centre, categories of computer application, use of computers, advantages and disadvantages of computers, introduction to word processing Data communication (Basic concept and methods, of Computer networks, Internet and E-mail concept), Data processing (properties, Type of processing; Batch processing), Number representation (Binary mathematics, Number conversion), computer Viruses and protections; Application of computers in social and natural sciences, humanities, education, and management sciences are all covered. The course also offers hands on practice using Microsoft Word, Excel, and PowerPoint.

ECO 2131 Introduction to Microeconomic Theory I (3 credit units)

Micro-economic theory, problem of scarce resources and allocation of resources in product and factor markets with application to Nigerian and other economics, equilibrium concept, possibility of disequilibrium, partial equilibrium and general equilibrium analysis. Supply and demand theory. Cobweb theory. Introductory dynamics. Consumer behaviour. General equilibrium of exchange. Production theory. Cost curves. Pricing and output under perfect competition, imperfect competition, monopoly and monopolistic competition. Pricing of production factors. The theory of comparative costs.

MKA 2111 Principles of Marketing (3 credit units)

This course is designed to introduce the beginning undergraduate students of marketing, accounting, and other related disciplines to the basic principles involved in the study of marketing as an academic discipline, a profession, and a business function and treats in depth the behavioural aspects and the macro issues of marketing. Issues covered include the nature and development of the marketing mix variable (product, price, promotion, and distribution) by the firm and the functions of marketing in corporate management. Other topics covered include the micro and macro environments of marketing; analysis of key consumer and industrial markets; understanding consumer behaviour; marketing research and information systems; market surveys and demand forecasting; global marketing, marketing in not-for-profit organizations, and in service industries; and careers in marketing. The pedagogical method combines the normal classroom lectures and tutorials with the case method.

MKA 2211 Marketing Communication (3 credit units)

This course examines the concepts, theories, models, processes and contemporary practices of marketing in the new media era. with an integrated approach. Topics will include, among others, the concepts and theories of marketing communications; the changing environment of

communications; understanding the communication influences on consumer behaviour and buyer decision making; tools and techniques of marketing communication including advertising; personal selling; sales promotion; public relations and publicity; direct marketing, etc.

Second Semester

GES 2012 Business Creation and Growth (2 credit units)

The focus of this course is on fostering the practice of entrepreneurship among student participants. The students will learn how to identify and evaluate new business opportunities in the manufacturing and service industries in Nigeria, and how to start and manage a small or medium-sized business venture. Topics to be covered include: Identifying and evaluating new business opportunities; Conducting a feasibility study; Starting a new business venture from the scratch; Acquiring an existing business; Successful business planning: (1) Formulating a business plan, (2) Developing business strategies in the manufacturing industry; (3) Developing business strategies in the service industries; (4) Implementing business strategies; and (5) Evaluating business strategies. Every student enrolled in this course will be expected to participate in a group to do a feasibility study and then develop a detailed business plan for starting, owning, and managing a small or medium-sized business enterprise.

THG 2722 Social Teaching of the Church (2 credit units)

Since theology does not restrict itself to spiritual matters alone but concerns itself with the entire human well being, the course therefore with reference to the social teachings of the Church, examines the efforts of the Church as also pastor of the material well being of human persons, with special emphasis on human dignity and rights.

ACC 2142 Intermediate Financial Accounting (3 credit units)

This course reviews of ACC 2131 and also covers such topics as: Bills of exchange, consignment accounts, containers account, goods on sale or return, Royalties account, voyage account, insurance claims accounts, sinking fund accounts; investment accounts, contract accounts including treatment of SAS 5.

ACC 2212 Introduction to Cost and Management Accounting (3 credit units)

History, principle and objectives of cost accounting information; Cost accounting aspects (details) of materials, labour and overhead; Integrated and uniform cost accounting job costing – contract and batch costing, process costing, (detailed treatment of joint and by-products as well as spoilage; Evaluation of process stock using FIFO, LIFO and average prices; Funds flow statement, break-even and cost volume-profit analysis) are covered.

BFN 2412 Business and Corporate Finance (3 credit units)

Introduction – evolution, definition and types of finance; the objectives of finance and finance functions; Risk of Finance, Measurement of Risk and methods of reducing them; Capital Market, the activities of the participants and methods of new issues; Firm's flow of funds and cash analysis; sources of capital; Capital Gearing and its implications; Stock Exchange institutional and Private Investors (e.g. Investment trust, Unit trust, Insurance companies); The Role of Finance; Banks attitude to risks, credit worthiness and liquidity; Capital Budgeting.

BUS 2132 Business Communication (2 credit units)

This course teaches the students the basic principles of communication in business transactions and technical writing and communication skills. Topics covered include basic functions of communication, different types of communication: corporate and public communication. Communication theories and models: linear model, interactional models, transactional model, and so on.

BUS 2142 Company Law (3 credit units)

Types of companies. Company formation:- procedures and documentation, issue and transfer of shares, shares versus debentures, membership, meeting and resolution, duties of offers/directors, secretaries, auditors and so on. Prospectus and statutory books. Profits available for distribution, holding and subsidiary companies. Powers and duties of liquidators, secretarial practices, provisions relating to disclosure in corporate accounts. Reconstructions, amalgamations, and takeovers. Companies Act of 1968 (as amended), Companies and Allied Matters decree No. 1 of 1990 as amended.

BUS 2352 Business Statistics II (3 credit units)

This course focuses on inferential statistics. A study of the methods of making inferences or drawing conclusions from sample data to the statistical population from which the sample is drawn and making decisions or predictions about population parameters of interest based on sample data. The topics include elementary sampling theory, statistical estimation theory, and statistical decision theory. Tests of hypothesis for small and large samples, chi-square distribution: goodness-of-fit tests and contingency table analysis; uses and limitations of chi-square tests of significance, student's t distribution, correlation analysis, simple and multiple regression analysis, analysis of variance and covariance. Index numbers, time series, time series analysis.

BUS 2362 Application of the Computer (3 credit units)

The course covers the aims, objectives, and the structure of computer packages; Difference between packages and conventional programming language, capabilities and limitation of packages, types/class of packages (word processor, spreadsheet, graphic animation, 3D, utilities, and database) as well as practical use of Windows, Word, Excel, Power Points, and Access. Students are expected to study and practice intensively any five current software packages.

BUS 2412 Elements of Government (3 credit units)

Meaning of Government, Basic Concepts of Government, (that is, nation, power, authority etc.). Basic principles in government (that is, Rule of law, separation of power etc).Types of government (that is, unitary, federal Government, etc). Organs of government. Pressure groups and public opinion. Constitutional development in Nigeria. Civil service and local Government Administration, Other current issues in government.

MKA 2222 Elements of Advertising (3 credit units)

This course provides some foundation for the study of mass communication and advertising. It is designed to aid the student to understand the concept, nature, and role of the mass media and the advertising industry in shaping views, modifying behaviour, and helping to fashion societal values and consumption norms. Different forms of advertising; balancing advertising and sales promotional expenditures; economic and social criticisms of advertising and marketing response to them. The conceptual, theoretical, and evaluative aspects of mass media and human communication will also be examined.

300 level**First Semester****BFN 3141 Financial Management I (3 credit units)**

The Nature, scope and purpose of Financial Management; sources and costs of short, medium and long-term finance; sources and problems of new financing, capital budgeting; management of working capital. Analysis and interpretation of basic financial statement; business mergers and take-overs; determinants and implications of dividend policy, valuation of shares, assets and enterprises. Risks of Finance and methods of avoiding them. Banking system and industrial finance, Mortgage finance, Capital structure of Nigerian firms.

BUS 3141 Elements of Management (3 credit units)

This course is a general introduction to the concepts and the principles underlying management behaviour and decision-making processes in business and non-business organizations. The course will also emphasize the evolution of management thought/theories and the practice of management in the developing countries. The topics covered will include the role and significance of management in a modern enterprise and the primary managerial activities of planning, organizing, staffing, coordinating, motivating, directing, and controlling. Other topics will include the emergence of the scientific management school, the human relations school, participatory management, the systems approach, and the contingency theories of management. Others are Theory X and Theory Y, Theory Z, Management by Objectives, and strategic management.

BUS 3151 Business Law (3 credit units)

The course covers the Nigerian legal system; sources of Nigerian law, division of powers between the federal and state governments; Statute law—its legislations and interpretations; History and development of common and equity laws; Hierarchy of Nigerian law courts; distinction between civil and criminal liability; The nature of tort, the basis and extension of various types of interest in the legal person and corporate personalities; The doctrine of ultra vires of contract; Law of commercial agency, sale of goods, carriage of goods, negotiable instruments, hire purchase and installment purchases; suretyship and guaranties; pledge, lease, and exchange control.

BUS 3251 Production Operations Management (3 credits units)

Elements of production; Production and process design and management; Facility location and layout; Modern tools and machinery of production; Standards definition; Line balancing; Automation; Production planning, scheduling, and control; Technical feasibility assessment; Work-study; Maintenance of tools and equipment; Cost-benefit analysis; Quality control; Inventory control; Project Planning; Forecasting; Aggregate planning control, and material resources planning are topics covered in this course.

ENT 3161 Entrepreneurship Development (2 credit units)

This course is designed to broaden and deepen the students knowledge of the basic principles of establishing and managing own micro, small, or medium sized enterprises (SMEs) in the context of Nigeria's economic and social realities. Topics include the Opportunities and challenges in managing small and medium-sized enterprises. Identifying opportunities in service industries. Financing SMEs—the role of the government and micro credit schemes, venture capital, venture teams, and venture management. Joint venture management. Business expansion and diversification. Identifying opportunities in the export market.

MKA 3131 Product Management (3 credit units)

This course is designed to acquaint the students with the knowledge of successful product management; in particular, how successful companies create and manage new products over the product's life cycle. The course goes further to treat in depth the relationships of creativity and product innovations. Other topics treated will include product quality, product differentiation, positioning, and re-positioning.

MKA 3231 Promotion Management (3 credit units)

A study of the techniques of managing company sales and the firm's sales personnel. An overview of the personal selling function and its management. Personal selling processes. In-depth examination of the basic tasks of selling. Types of selling jobs and the selling environment. Building the sales organization. Attributes, duties, and responsibilities of a sales

manager. Demand and sales forecasting. Recruitment, selection, training, and development of the sales personnel. Compensation of salespersons. Sales territory management and sales analysis. Recent trends in sales management practices. The course also combines a study of the application of the basic principles and tools of management to the sales promotion function of the organization. The course will call for an in-depth examination of the different tools a company uses in its consumer, trade, and sales force promotional programmes as well as the measures of their effectiveness. The topics to be treated include nature, scope, objectives and varieties of marketing sales promotions, Promotional Effectiveness, Balancing Promotional Expenditures; Economic and Social Issues Connected with Promotions.

MKA 3241 Marketing Public Relations (2 credit units)

A study of publicity and other advertising activities undertaken by the firm to stress the overall quality and social responsibility of the firm in society generally build awareness among the firm's publics and, therefore enhance its image, reputation, and prestige generally in a way that facilitate the achievement of the company's marketing goals.

MKA 3311 Consumer Behaviour (3 credit units) This course builds upon the foundations of the study of consumer behaviour laid in MKA 2111. Coverage includes an in-depth analysis of the consumer decision process and the extant theories and models of consumer behaviour, consumer information processing, and consumer decision making. Other topics include the individual level, family, psychosocial, cultural as well as situational variables influencing consumer behaviour and consumer decision-making. Others are the laws and regulations affecting consumer behaviour, the problems consumers face in the Nigerian marketplace, and consumer education.

Second Semester

BUS 3372 Research Methods in Business (3 credit units)

The course introduces students to the basic principles of conducting empirical research in business. Topics covered include basic concepts in scientific enquiry, meaning and importance of research in business and related disciplines, basic types of research, and basic concepts in research, such as variables, concepts, constructs, measurement, propositions, models, theories, laws, and so on. Choosing a topic for research, literature review, and various methods of collecting data; Treatment of pre-gathered data, testing of hypothesis, and writing a research report as well as the problems of conducting business research in Nigeria will be examined.

BUS 3382 Analysis for Business Decisions (3 credit units)

This course introduces the students to the tools of management science methodology and their applications in analyzing varieties of business decision problems. The course content will focus on mathematical programming and their applications to special types of problems in business management—product mix problems, the transportation problem, and assignment problems. Network models and their applications in project management; Dynamic programming; Game theory and its applications in management decision situations; Decision theory, queuing theory and inventory models are covered.

MKA 3142 Brand Management (3 credit units)

This course is designed to acquaint the students with the knowledge of successful brand management; in particular, how successful companies create and build brand equity and manage the brand over the product's life cycle. The course goes further to treat in depth the relationships of creativity and product innovations to branding, and then examines the various branding models and the strategies companies adopt to create and build brand equity. Other topics treated will include brand differentiation, positioning, and re-positioning. Communicating brand positioning at each stage of the product's life cycle. Brand equity and corporate reputation,

internal marketing and brand equity. Issues in management, marketing public relations, and brand equity.

MKA 3152 Physical Distribution and Logistics (3 credits)

A study of the broad range of marketing functions, which include warehousing, inventory management, order processing, and transporting and handling of goods, which are performed to facilitate efficient movement of finished products and their ownership from the manufacturer's production facilities through the distribution channels to the final consumers. The course will also study business logistics—activities that include procurement and movement of materials, parts and components, and materials handling during the manufacturing processes.

MKA 3242 Advertising Management (3 credit units)

A study of the application of the basic principles and tools of management to the advertising function of the organization. The course will call for an in-depth examination of the different advertising media and communication platforms as well as the measures of their effectiveness. The topics to be treated include: an overview of the history of advertising; nature, scope, and objectives of advertising as a marketing communication platform; creation and implementation of advertising campaigns with emphasis on the evolution of advertising campaigns, the various forms of advertising campaigns, local and international advertising campaigns; managing different forms of advertising; corporate image advertising, Balancing Advertising and Promotional Expenditures; Public Relations, Publicity; Economic and Social Issues Connected with advertising.

MKA 3262 Sales Management (3 credit units)

The study of sales and sales force management. An overview of personal sales tasks and sales force management. Personal selling processes. Types of sales jobs. The selling environment. The sales organization. Demand forecasting and sales forecasting. Attributes, duties, and responsibilities of the sales manager. Recruitment, selection, training and motivating the sales personnel. Compensation for sales persons. Recent trends and developments in sales management. Sales territory management.

400 Level

First Semester

BUS 4161 Business Policy and Strategy I (3 credit units)

This is the first segment of a two-semester course on business policy designed to give final year undergraduates of accounting and marketing and advertising an opportunity to pull together all they have learned in the separate business fields and utilize this knowledge in the analysis of complex business problems of management which the student has already been partially familiar with in earlier courses. Emphasis is in the development of skill in applying the strategic management process to identify, analyze, and solve problems of a business enterprise in situations that approximate the real business world. The first segment of the course focuses on strategic management--the sequence of decisions an organization's top management makes in building a stronger long-term competitive position by formulating, implementing, and evaluating strategies, plans, and policies that align the organization's strengths and weaknesses to the opportunities and threats it faces in its business environment. Examples of strategy development in real-life business situations are examined. The pedagogical method combines the normal classroom lectures and tutorials with the case method.

MKA 4161 Industrial Marketing (3 credit units)

The nature and characteristics of industrial marketing; anatomy of the industrial buying system; buyer-seller relationships in industrial marketing; industrial purchasing and buyer behavior;

industrial marketing mix strategies; international marketing and purchasing of industrial products; organization and management of industrial marketing operations.

MKA 4171 Marketing Management (3 credit units)

Application of the fundamental principles of management to the marketing functions. The organization, planning, control and coordination of the marketing function. Organization of the marketing plan, coordination and interaction of the whole marketing function (product, physical distribution, pricing and promotion), marketing and social responsibility, consumer behavior, etc.

MKA 4181 e-Marketing (3 credit units)

One of the great strength of the internet is providing access to information throughout the world. The course explores the internet tools that enable those in international business ready access to information to increase their knowledge of the market place. Students will be exposed to the meaning of e-marketing; direct and digital marketing (understanding the digital customer); CRM/database marketing; e-marketing planning and strategy; evaluation, measurement and metrics; search engine optimization and search engine marketing; online public relation and social network; affiliate and affinity marketing; online marketing communication and value creation; online customer experience management; introduction to web business development.

MKA 4271 Advertising Theory (2 credit units)

This Course aims to explore current theories in persuasive communication and to develop a critical understanding of concepts, models and theories of advertising communication. Another aim is to provide insight into theoretical approaches used in explaining how advertising works. The course will draw upon a variety of discipline, including sociology, anthropology psychology and linguistics.

MKA 4331 Marketing Research (3 credit units)

This course is designed to deepen the student's knowledge of, and competence in, applying the basic principles and procedures of scientific research to the analysis and understanding of marketing problems. Topics to be treated include: Determining Information Needs of Marketing Management, Determining the Value of Marketing Research Information, Designing a Marketing Research Project, Research Design, Sampling Procedures, Questionnaire Design, Field Data Collection, Basic Experimental Designs in Marketing, and the Research Report.

Prerequisite: BUS 3182.

MKA 4341 Marketing and Advertising Seminar (2 credit units)

This course covers current and topical issues in marketing and advertising theory and practice. Students, working in groups and with the guidance of the instructor, will investigate current and topical issues in marketing and advertising and prepare and make scholarly presentations to the class.

Second Semester

BUS 4172 Business Policy and Strategy II (3 credit units)

This is the second segment of the two-semester course started in BUS 4161. This segment focuses on the development of business policy as a top management function. The concepts of policy and decision-making will be examined from the top management perspective and corporate management of the human organization as corporate plans, strategies, and policies are implemented at all levels of the organization. The concluding parts of the course takes particular cognizance of the problems associated with top management planning and control, conflicts between top management control and strategic planning, and planning and controlling specific tasks with particular reference to personnel, marketing, and production operations management.

BUS 4392 Management Information System (3 credit units)

The course covers: the meaning, objective and requirement of MIS in organizations; Information needs of management and design of MIS, managerial need of the information output as a basis for developing criteria and systems; the computer environment and use of computer based techniques; Electronic data processing (EDP) methods; batch processing, real-time processing; Computer reports: - error reports, exception reports, and so on, report format, and form design; Flow charting, networking systems analysis; Design techniques and documentation; User environment in systems development and life cycle; Computer service bureau and cyber services; office automation; Email, internet, and so on.

MKA 4182 Marketing of Services (3 credit units)

A review of marketing and the role of marketing in the service industry. How services are different and the implications of these differences for services marketing. Understanding customer/client behaviour and decision processes in the service sector. Customer orientation: developing brand and customer loyalty in the services industry. Market segmentation, targeting and positioning in the service industry. Developing and managing distribution channels as well as the marketing communication process in the services industry. The impact of technology on service distribution system. Pricing policies and practices in the service industry. Developing competitive strategies in the financial services industry. Internal and external environmental factors affecting marketing in the services industry.

MKA 4192 International Marketing (3 credit units)

Introduction: The concept of International Business, Classical Trade Theory: Introduction, Mercantilism and Nation Building, Free Trade (Theory of Absolute Advantage), Theory of comparative advantage, The Assumptions of classical Trade Theory, Modern Trade Theory: Factor Proportions and Factor Intensity, Offer Curves- Reciprocal Demand and Supply, Dynamic Factors. Changing the Basis of Trade, Terms of Trade Measures, and The Effects of Tariff; International Finance: Balance of Payments Accounting- Credits, Debits, and Current Account, Balance of Payment Accounting- The Financing Accounts, National Income, Prices and Balance, The Foreign Exchange Markets, Relatively Fixed Rate System. The Gold and Gold Exchange Standard, International Business Environments.

MKA 4102 Strategic Marketing Planning (2 credit units)

A study of how marketing managers conceive, develop, and implement long range marketing game plans focusing on the strategic decisions the firm must make in order to compete effectively in their chosen product markets, survive profitably, and achieve the desired performance in a constantly changing business environment. The course treatment emphasizes marketing strategy formulation, implementation, and evaluation, which summarize the critical strategic marketing activities that enable the company to achieve its desired performance objectives. The skills usually associated with successful marketing strategy implementation will be identified and analyzed in detail. The pedagogical method combines the normal classroom lectures and tutorials with the case method.

MKA 4352 Research Project (6 credit units)

This is a two-semester course in which the student, under the supervision of an assigned member of staff, undertakes a research project in order to gain practical knowledge of, and demonstrate competence in, designing and executing an original study or empirical research on a topic chosen from an area of specialization in marketing or advertising and approved by the Head of Department. The student writes a research report on the project topic, which is expected to demonstrate and improve upon the skills acquired in BUS 3372, submits bound copies at the end of the second semester to earn a grade.

