

BUSINESS MANAGEMENT

“Higher National Diploma (HND) in Business Management”

OUTLINE:

Topics for HND in Business Management:

1. Human Resource Management:

- Employee recruitment and selection.
- Employee development and performance management.
- Designing and implementing training and development programs.
- Managing wages, rewards, and incentive policies.

2. Marketing and Sales:

- Market analysis and understanding customer needs.
- Developing marketing strategies and promotional activities.
- Managing sales operations and customer relationships.
- Conducting market research and competitor analysis.

3. Financial Management:

- Financial planning and budgeting.
- Managing financial resources and investment decisions.
- Financial analysis and reporting.
- Risk assessment and management.

4. Operations Management:

- Managing the production and delivery of goods and services.
- Supply chain management and logistics.
- Quality control and process improvement.
- Project management and implementation.

5. Business Ethics and Corporate Social Responsibility:

- Ethical decision-making and responsible business practices.
- Corporate governance and compliance.
- Environmental sustainability.
- Social impact and community engagement.

6. Strategic Management:

- Formulating and implementing business strategies.
- Analyzing the external business environment.
- Assessing internal resources and capabilities.
- Strategic planning and execution.

7. Entrepreneurship and Small Business Management:

- Identifying and evaluating business opportunities.
- Developing business plans and securing funding.
- Managing the operations and growth of small businesses.
- Innovation and creativity in entrepreneurship.

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SYLLABUS:

MAIN TOPIC	CREDIT HOURS
Principles of Business Management	6
Business Economics	3
Marketing Principles and Practice	3
Financial Accounting and Reporting	3
Human Resource Management	6
Organizational Behavior	3
Operations Management	6
Business Law and Ethics	6
Strategic Management	3
Entrepreneurship and Small Business Management	6
Project Management	12
Quantitative Methods for Business	6
Business Information Systems	3
International Business	3
Business Communication Skills	3