

## Business Administration (F000845)

Course size (nominal values; actual values may depend on programme)

Credits 4.0 Study time 120 h Contact hrs 45.0 h

Course offerings and teaching methods in academic year 2018-2019

A (semester 2)	Dutch	lecture	35.0 h
		self-reliant study	5.0 h
		activities	
		guided self-study	5.0 h

Lecturers in academic year 2018-2019

Knockaert, Mirjam	EB23	lecturer-in-charge
Audenaert, Mieke	EB23	co-lecturer

Offered in the following programmes in 2018-2019

	crdts	offering
Bachelor of Arts in Oriental Languages and Cultures (main subject Arabic and Islamic Studies)	4	A
Bachelor of Arts in Oriental Languages and Cultures (main subject China (China Track))	4	A
Bachelor of Arts in Oriental Languages and Cultures (main subject China (UGent Track))	4	A
Bachelor of Arts in Oriental Languages and Cultures (main subject India)	4	A
Bachelor of Arts in Oriental Languages and Cultures (main subject Japan)	4	A
Bachelor of Arts in African Languages and Cultures	4	A
Bachelor of Arts in Art History, Musicology and Theatre Studies	4	A
Bachelor of Arts in Moral Sciences	4	A
Bachelor of Arts in History	4	A
Bachelor of Arts in East European Languages and Cultures	4	A
Bachelor of Science in Chemistry	4	A
Bachelor of Science in Physical Education and Movement Sciences	4	A
Bachelor of Science in Economics	4	A
Joint Section Bachelor of Science in Economics, Business Economics and Business Engineering	4	A
Bachelor of Science in Business Engineering	4	A
Bachelor of Science in Business Economics	4	A
Bachelor of Science in Political Science	4	A
Bachelor of Science in Sociology	4	A
Master of Arts in Oriental Languages and Cultures (main subject China)	4	A
Master of Science in Communication Science (main subject Communication Management)	4	A
Master of Science in Electromechanical Engineering (main subject Control Engineering and Automation)	4	A
Master of Science in Electromechanical Engineering (main subject Electrical Power Engineering)	4	A
Master of Arts in Oriental Languages and Cultures (main subject India)	4	A
Master of Arts in Oriental Languages and Cultures (main subject Japan)	4	A
Master of Science in Electromechanical Engineering (main subject Maritime Engineering)	4	A
Master of Science in Electromechanical Engineering (main subject	4	A

Mechanical Construction)		A
Master of Science in Electromechanical Engineering (main subject Mechanical Energy Engineering)	4	A
Master of Arts in Oriental Languages and Cultures (main subject Middle East Studies)	4	A
Master of Science in Communication Science (main subject New Media and Society)	4	A
Master of Science in Biochemistry and Biotechnology	4	A
Master of Science in Biochemistry and Biotechnology	4	A
Master of Science in Biology	4	A
Master of Science in Biology	4	A
Master of Science in Physics and Astronomy	4	A
Master of Science in Geography	4	A
Master of Science in Geomatics and Surveying	4	A
Master of Science in Computer Science	4	A
Master of Science in Bioscience Engineering: Forest and Nature Management	4	A
Master of Science in Bioscience Engineering: Cell and Gene Biotechnology	4	A
Master of Science in Bioscience Engineering: Chemistry and Bioprocess Technology	4	A
Master of Science in Bioscience Engineering: Agricultural Sciences	4	A
Master of Science in Bioscience Engineering: Land and Water Management	4	A
Master of Science in Bioscience Engineering: Food Science and Nutrition	4	A
Master of Science in Bioscience Engineering: Environmental Technology	4	A
Postgraduate programme in Innovation and Entrepreneurship in Engineering	4	A
Preparatory Course Master of Science in Complementary Studies in Economics	4	A
Preparatory Course Master of Science in Business Engineering	4	A

#### Teaching languages

Dutch

#### Keywords

Management

#### Position of the course

This course assists students in gaining a broad insight in the basic concepts, models, and theories in the functional management domains and in the general management of organizations.

#### Contents

1. What is a corporation
2. What is management and what it is not
3. Thinking like a strategist
4. Thinking like an organization expert
5. The overarching themes: vision, mission and values
6. Management control: from corporate governance to balanced scorecard
7. Emotional intelligence : the basis for teamwork, leadership and coaching
8. Corporate social responsibilities
9. Operations management. Management in the beating heart of the organization
10. Introduction to marketing
11. Introduction to human resources management
12. Introduction to financial management
13. Entrepreneurship and business planning
14. Introduction to innovation management
15. Teamwork
16. Leadership

#### Initial competences

None.

#### Final competences

- 1 • Gaining a broad insight in basic concepts in management and apply in a well-determined situation and appreciate the uncertainty and ambiguity related to economic knowledge
- 2 • Gaining a broad insight in basic concepts in the functional management areas : general management, operations, marketing, financial management, information management. Understand the development of economic theories and position within the broader economic environment. Understand the limitations of standard working methods and have insight into the development of the different functional domains
- 3 • Gaining an understanding of entrepreneurship and understand the importance of innovation and entrepreneurship
- 4 • To gain a broad insight in the functioning of companies and enterprises. Understand relevant developments in management and business administration in relation to societal developments
- 5 • Understand what management is about and be able to analyze business problems
- 6 • To understand several management concepts and their reciprocal connections
- 7 • Gain insights into other domains such as law, psychology,...
- 8 • Understand the ethic and societal impact of new developments in business and understand the societal responsibility of an economist

#### Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

#### Conditions for exam contract

Access to this course unit via an exam contract is unrestricted

#### Teaching methods

Guided self-study, lecture, self-reliant study activities

#### Extra information on the teaching methods

Lectures, supported by audio-visual material.

#### Learning materials and price

M. Knockaert, M. Audenaert, M. Buelens H. Van den Broeck (2018) Bedrijfskunde. Tielt, Lannoo  
Cost: 24,99 euro

#### References

A. Heene and K. Van Laere (2004). Bedrijfskunde. Gent, Academia Press.  
S. Robbins & M. Coulter (2015). Management (12th edition). Amsterdam

#### Course content-related study coaching

Students get coaching on the electronic learning platform Minerva. Copies of the transparencies used during the lectures can be downloaded and discussion opportunities are offered using the "forum" facilities of the platform.

#### Evaluation methods

end-of-term evaluation

#### Examination methods in case of periodic evaluation during the first examination period

Written examination with open questions, written examination with multiple choice questions

#### Examination methods in case of periodic evaluation during the second examination period

Written examination with open questions, written examination with multiple choice questions

#### Examination methods in case of permanent evaluation

#### Possibilities of retake in case of permanent evaluation

not applicable

Extra information on the examination methods

Written examination. During the examination the student has to demonstrate its knowledge and insights in the study material.  
The exam is 'closed book'.

Calculation of the examination mark

End-of-Term evaluation (100%)