

# **New University of Ghana Collegiate System**

## **College of Health Sciences**

- [School of Medicine and Dentistry](#)
- [School of Public Health](#)
- [School of Nursing](#)
- [School of Pharmacy](#)
- [School of Biomedical and Allied Health Sciences](#)
- [Noguchi Memorial Institute for Medical Research](#)
- Centre for Tropical, Clinical Pharmacology & Therapeutics

## **College of Basic and Applied Sciences**

- [School of Physical and Mathematical Sciences](#)
- [School of Biological Sciences](#)
- [School of Agriculture](#)
  - Livestock and Poultry Research Centre (LIPREC), Legon
  - Soil and Irrigation Research Centre (SIREC),Kpong
  - Forest and Horticultural Crops Research Centre (FOHCREC), Kade
- [School of Engineering Sciences](#)
- [School of Veterinary Medicine](#)
- [Institute for Environment and Sanitation Studies](#)
- [Institute of Applied Science and Technology](#)
- Biotechnology Research Centre
- [West Africa Centre for Crop Improvement](#)
- [West African Center for Cell Biology of Infectious Pathogens](#)

## **College of Humanities**

- [Business School](#)
- [School of Law](#)
- [School of Arts](#)
- [School of Languages](#)
- [School of Social Sciences](#)
- [School of Performing Arts](#)
- [Institute of Statistical, Social and Economic Research](#)
- [Institute of African Studies](#)
- [Regional Institute for Population Studies](#)
- [Centre for Social Policy Studies](#)
- [Centre for Migration Studies](#)
- [Legon Centre for International Affairs and Diplomacy](#)
- [Centre for Gender Studies and Advocacy](#)
- [Language Centre](#)
- [University of Ghana Accra City Campus](#)

## **College of Education**

- [School of Information and Communication Studies](#)
- [School of Education and Leadership](#)
- [School of Continuing and Distance Education](#)

# **COLLEGE OF HUMANITIES**

## **BUSINESS SCHOOL**

### **LEVEL 100**

### **SEM 1**

#### **[UGBS 101: Introduction to Business Administration](#)**

**[Credits: 3](#)**

This course introduces students to the structure and practice of modern business in Ghana within the global economic context. The emphasis is on developing an understanding of how the various functions of business, namely production, marketing (including international), accounting, finance, operations and management information systems are integrated to provide competitively priced, 'value added' products and services that customers need/want. Students will have opportunities to develop and practice critical skills such as teamwork; analysis and problem solving; entrepreneurship; and critical strategic thinking, which are the basis of personal and organizational success in today's dynamic business world. The course also covers many facets of business and provides the student with a general knowledge of the modern business environment. Thus, we will review the political, economic, social-cultural, technological, legal and ethical systems and other factors affecting businesses.

#### **[UGBS 103/UGBS107: Introductory French I / Introductory Chinese I](#)**

**[Credits: 3](#)**

The focus of this course is the acquisition of business language, specialized vocabulary, notions and know-how. Students will also be trained to describe and explain activities, situations, posts and relationships within the business setting as well as business-related issues such as dealing with customs officials, travelling, placing orders and making reservations.

#### **[UGBS 105: Introduction to Public Administration](#)**

**[Credits: 3](#)**

This course seeks to introduce students to the very basic concepts and theories underlying administration in the public sector. It focuses on the unique social, political, economic and cultural context within which Ghanaian public administration is practised. The key topics to be covered include: definitions, nature and scope of public administration; the role of public administration in national development; the relationship and differences between public administration and business administration; the nature of central government machinery, public-private sector dichotomy, the politics-administration debate and the constitutional and legal setting of public administration.

Other topics include: the constituent parts of the public sector in Ghana; i.e., the public services, public corporations/enterprises, public boards/commissions, subvented agencies and the local government systems.

### **LEVEL 100**

### **SEM 2**

#### **[UGBS 102: Introduction to Computing in Business](#)**

**[Credits: 3](#)**

This course must provide an introduction to the science and discipline of computing with emphasis on its applications in business and organizations. The major part of the course will, therefore, cover basic concepts in computers - both hardware and software. Additionally, business problem-solving skills will be discussed in detail using procedural logic such as flowcharting, spreadsheet applications using MS Excel, database applications and presentation software using, for example, MS PowerPoint, use of the Internet and the Web in information search and communications. The emphasis must be on students gaining an understanding and achieving proficiency in the use of essential tools of personal productivity with computing technology.

### [UGBS 104:Principles of Management](#)

[Credits: 3](#)

This course presents the basics of the theory and science of management. It emphasizes the essentials of management that are pertinent to the effective work of practicing managers. Students will understand the fact that managing is a part of a larger system interacting with a manager's total environment – economic, technological, social, political and ethnical. The functions of management – planning, organising, staffing and leading, and controlling will provide the conceptual framework for students to increase their understanding of Ghanaian and global management challenges, ethical decision-making, technology management and emerging workplace issues. This course lays the foundation for an understanding of the nature and importance of managing and of management as a developed and important science.

### [UGBS 106/112: Introductory French II / Introductory Chinese II](#)

[Credits: 3](#)

This course is a continuation of UGBS 103, and aims at equipping students with the specific language in contemporary business practice and helping them consolidate their everyday French/Chinese. It also reinforces the techniques of essay writing and pays attention to the acquisition of basic notions in the field of business. Writing an official letter and opening a bank account are some of the practical skills to acquire.

### [UGBS 108: Psychology for Everyday Living](#)

[Credits: 3](#)

In this course, students learn how Psychology can be useful in everyday behaviour in general, and how psychological issues and principles can be applied to enhance human life. The essence of the course is not to try to make students experts in psychology (not at this level) but rather, to let them appreciate the usefulness of psychology and how it helps in their daily lives as they interact with others around them. It also sets the basis for those who want to pursue psychology or psychology related courses in future to appreciate the various subfields available for specialization. Those who may not even pursue psychology further (as a course of study) will realise that behaviour in any form of setting (social or academic) could be handled with laid down principles of psychology.

## **LEVEL 200**

## **SEM 1**

### [UGBS 201: Microeconomics and Business](#)

[Credits: 3](#)

This course will cover the principles of microeconomic analysis which will equip students to understand basic economic principles and help them make better economic decisions than they otherwise would. The course will focus on the working of markets and institutions in allocating economic resources. In this course, students will be introduced to basic economic theories such as Demand and Supply, Consumer Behaviour, the Theory of the Firm and Market Structures, the Theory of Production, Cost Theory and Market Structures.

### [UGBS 203: Commercial Law I](#)

[Credits: 3](#)

This course is intended to give the student an overview of the law of contract, sale of goods and hire purchase. Students will be taught agency, national and international banking, financial leasing, electronic commerce, securities regulation and international financial transactions such as swaps, lending and consortiums.

### [UGBS 205: Fundamentals of Accounting Methods](#)

[Credits: 3](#)

This is a foundation course and it is designed to equip candidates with the basic knowledge and tools that will enable them appreciate business transactions, their analysis and the primary financial statements and reports that are produced from such transactions. The course is also designed to equip candidates who have interests in accounting as a career with the requisite foundation to build on. Topics will include: The Nature and Function of Accounting, Generally Accepted Accounting Principles (GAAP), Fundamentals

of Accounting Method, Analysis of Transactions in Books of Account, Control Accounts, Bank Reconciliation and Balancing of Accounts and Trial Balance.

[UGBS 207: Social Responsibility and Ethics](#)

[Credits: 3](#)

Social Responsibility is concerned with what is – or should be - the relationship between global corporations, governments of countries and individual citizens. More locally the definition is concerned with the relationships between a corporation and the local society in which it resides. In the arena of ethics as well, there are questions regarding whether or not corporations should be controlled through increased regulation or whether or not the ethical base of citizenship has been lost and needs replacing before socially responsible behaviour will ensue. This course on social responsibility and ethics attempts to answer these questions by focusing on topics like the principles of corporate social responsibility, stakeholders and the social contract, globalization and corporate social responsibility as well as ethics, corporate social responsibility and corporate behaviour.

**LEVEL 200**

**SEM 2**

[UGBS 202: Business Mathematics](#)

[Credits: 3](#)

Business mathematics is designed as a first course in Mathematics for students of business administration and fulfils two important student needs: (1) a foundation in mathematics and (2) effective methods of solving mathematical problems in business areas. The course therefore engages students with the basic principles involved in the topics treated as well as how to apply the techniques developed in quantitative analysis, accounting, finance, insurance and marketing, amongst others. The topics to be covered in this course include: solving equations (linear, nonlinear, and simultaneous), powers and exponents, logarithms, calculus, index numbers, time value of money, matrix algebra, presentation of data, summary statistics, set theory and probability. Students are also exposed to the use of the computer in applying Mathematics to business decision-making.

[UGBS 204: Macroeconomics and Business](#)

[Credits: 3](#)

This course deals with the interactions within the whole economy of economic variables and agents and their effect on economic activity. It will therefore look at the broad aggregates of economic behaviour and demand by households, firms and the government. The relevance of these interactions with respect to business will be emphasized. Topics will include National Income Accounting, National Income Determination, Aggregate Demand, Fiscal Policy and Foreign Trade, Money and Banking, Monetary and Fiscal Policies in a Closed Economy, Aggregate Demand, Aggregate Supply and Prices, Inflation and Unemployment, Exchange Rate and the Concept of Balance of Payments, International Trade and Economic Growth.

[UGBS 206: Commercial Law II](#)

[Credits: 3](#)

This course is intended to give the student an overview of the law of contract, sale of goods and hire purchase. Students will be taught agency, national and international banking, financial leasing, electronic commerce, securities regulation, international financial transactions swaps, lending and consortiums.

[UGBS 208: Introduction to Financial Accounting](#)

[Credits: 3](#)

This builds on the foundation course, UGBS 205, and examines basically final accounts of varied organizations, manufacturing, departments, sole trading, partnerships and companies. It covers accounting for other miscellaneous organizations and transactions, joint ventures royalties, consignment and bills of exchange. Preparing accounts from incomplete records of both profit and non-profit organizations are also examined. The course ends with an elementary analysis and interpretation of financial statements. Topics

include: Manufacturing Account, Departmental Accounts, Partnership Accounts – Introductory Consideration, Company Accounts, Incomplete Records of Business, Incomplete Records of Non-Profit Making Organizations, Correction of Errors and Elementary Analysis and Interpretation of Financial Statements.

## ❖ DEPARTMENT OF ACCOUNTING

### LEVEL 300

### SEM 1

#### [UGBS 301: Quantitative Methods](#)

[Credits: 3](#)

Quantitative methods are mathematical and statistical techniques used by managers to justify the decisions they reach on the basis of logic and hard analysis. A manager can increase decisionmaking effectiveness by learning more about quantitative methodology and by a better understanding of its contribution to the decision-making process. The course takes the student through the fundamental steps in problem-solving: structuring the problem and analyzing it. Using data associated with the problem, students will develop mathematical expressions that describe objectives, constraints, and other relationships that characterize the problem. The areas covered in this course for the achievement of the course objectives are: Linear Programming, Financial Mathematics, Differential and Integral Calculus, Probability Theory and distribution, Estimation Theory and Hypothesis Testing, Sampling Theory, Regression Analysis, Time Series Analysis and Index Numbers.

#### [UGBS 303: Computer Applications in Management](#)

[Credits: 3](#)

This course deals with the fundamentals of information systems in organizations. It will provide an introduction to the conceptual foundations underlying information systems technology, in particular computer-based information systems, with emphasis on its applications in business and organizations. For any organization to be effectively managed, it is necessary to provide management with valid information about the organization's products and services, its resources and its environment. The information is provided through many activities and facilities, both internal and external to the organization. Most organizations now recognize that information is one of their most valuable resources and that computers and telecommunications technology are among their most powerful tools that assist in managing information.

#### [ACCT 301: Introduction Financial Reporting](#)

[Credits: 3](#)

The course examines accounting for organizations such as partnerships and other business transactions involving joint ventures, hire purchases, long-term contracts and investment.

#### [OHRM 303: Human Behaviour in Organizations](#)

[Credits: 3](#)

The most important aspects of organisations are the people: the men and women who make up management as well as the work force. The aim of this course is to provide a systematic understanding of organisational life as created by the human beings in the firm. Students will be encouraged to understand issues such as group dynamics, individual differences, values and perceptions, organisational politics as well as interpersonal interactions.

#### [FINC 301: Introduction to Business Finance](#)

[Credits: 3](#)

In this introductory finance course, students are exposed to the role of the financial manager. They study financial analysis including working capital management as a way of linking finance to accounting. They learn about the basic tools that the financial manager uses in detecting and eliminating potential corporate problems. They also learn about financial intermediaries. Topics will include The Finance Function; The

Financial Environment; Financial Analysis and Planning; Working Capital Management and sources of Fund

[MKTG 301: Principles of Marketing](#)

[Credits: 3](#)

This course is designed to teach the fundamental concepts and practice of modern marketing. The objective is to provide knowledge that will facilitate consumers' needs and wants identification and satisfaction while achieving organizational goals and ensuring society's well-being. Specific areas of concentration include environmental analysis, strategic planning, marketing information systems and decision-making, consumer analysis, product design, pricing, distribution and promotion.

[MKTG 303: Introduction to Electronic Business](#)

[Credits: 3](#)

This course provides an overview of e-business with a focus on its implementation through the Internet in the context of today's competitive business environment. This course provides an indepth and up-to-date analysis of the management issues that face business organizations as they embrace the Internet revolution. It also examines the e-business strategies being employed by firms in a range of different industry sectors

**LEVEL 300**

**SEM 2**

[UGBS 302: Research Methods](#)

[Credits: 3](#)

The main aim of this course is to equip students with a variety of quantitative and qualitative methods for collecting and analyzing data for their long essays. Topics discussed include: Sampling Techniques, Proposal Writing, Designing Questionnaire, Ethical Issues in Research, Pictorial Representation of Summaries from collected data, summary statistics, Statistical Inferences (Confidence Interval and Hypothesis Testing), Simple Regression and Multiple Regression. Students are also introduced to some non-parametric statistical tests.

[ACCT 302: Financial Reporting](#)

[Credits: 3](#)

The course covers Departmental and Branch Accounts (excluding foreign branches); the Regulatory Framework of Company Accounts and the conversion of businesses into limited liability companies.

[ACCT 304: Auditing](#)

[Credits: 3](#)

The course covers an elementary knowledge of auditing, examining the basics of auditing, kinds of audit, audit engagement and the various procedures in auditing including quality control, analytical review and the concept of truth and fairness in auditing. It examines the modern systems concept of auditing through systems examination in the form of internal control analysis and evaluation and the practical application of such internal controls. Audit management in terms of its objectives and planning and the various quality control procedures are also examined, as well as audit report writing.

[FINC 302: Business Finance](#)

[Credits: 3](#)

In this course, students will learn about the time value of money, the relationship between risk and return, and how to use these concepts to evaluate projects. Students will also learn about financial markets, how securities are priced, capital structure and the relationship between leasing and buying. Topics will include: Time Value of Money; Valuation of securities; Risk and Return; Capital Investment Decisions; Financial Markets and Financing decisions; Capital Structure and Dividend Policy.

[FINC 304: Managerial Economics](#)

[Credits: 3](#)

This course is designed to provide a solid foundation of economic, understanding for the use in managerial decision-making. The course will build on students' existing knowledge of microeconomic theory in using economics towards becoming more competent decision makers and managers. The course will also engender in participants, knowledge of various frameworks for analyzing business decisions



through the application of economic theory to business problems, thereby developing general principles that can be applied to business decision-making. Topics will include: The Nature and Scope of Managerial Economics; Demand Analysis and Estimation; Production and Cost analysis; Market Structure Analysis and Estimation; and Government Intervention in the Market Economy.

### [MKTG 306: Fundamentals of Entrepreneurship](#)

[Credits: 3](#)

The main objective of the course is that students should be able to apply their entrepreneurial and innovative skills in creating and managing their enterprises/organizations. Motivated individual students should also be capable of creating their own ventures. To achieve this, students will be offered the opportunity to acquire knowledge and understand concepts pertinent to entrepreneurship viz innovation, competitiveness of companies, micro-macroeconomics and socioeconomic development process, common research areas in the general field of entrepreneurship, enterprise development and management.

### [FINC 352: Principles and Practice of Insurance](#)

[Credits: 3](#)

This course exposes students to the basic principles underlying insurance contractual relationship. It enables them to understand the processes and documentation involved in establishing and maintaining insurance relationships, and to appreciate the framework for the general conduct of insurance business, including the importance and principles of re-insurance. Specific topics include: Insurance Contract, Insurance Policy, analysis of Insurance contracts, Insurance premiums, claim assignment, insurance agency, insolvency and reinsurance.

**LEVEL 400**

**SEM 1**

### [UGBS 401: Company Law](#)

[Credits: 3](#)

Organizations function within a specific legal environment, which seeks to regulate the compliances of the socio-economic aspirations of the country in which the firm is set up. Company Law therefore exposes students to the laws and statutes to which organizations must abide. It covers issues such as the course of the company law in Ghana, the purposes of incorporation, the types of companies under the companies' code and the regulation of internal matters such as meetings and resolutions.

### [ACCT 401: Corporate Reporting and Analysis](#)

[Credits: 3](#)

This is an advanced accounting course that looks at the accounts of groups of companies by examining the principles of consolidation, mergers and acquisitions and capital reduction schemes. It also covers analysis and appraisal of financial information.

### [ACCT 403: Cost Accounting](#)

[Credits: 3](#)

The course aims at equipping the student with the basic skills required to provide the Cost Information needs of management for informed decisions. The nature and purpose of costing; accounting for cost and cost behavior and accounting for stocks/inventories are some of the topics to be discussed in this course.

### [ACCT 405: Taxation](#)

[Credits: 3](#)

The course seeks to present the subject matter of Taxation as a major fiscal tool for socioeconomic management at the macro, corporate and individual financial management levels. The conflicting social, economic and political interests that impact tax policies will also be examined. The course will expose students to the persons, incomes and transactions subject to tax. Tax administration and improving tax revenue in Ghana as well as the offences and penalties under the Tax Laws of Ghana will also be examined.

### [FINC 401: Investment Fundamentals](#)

[Credits: 3](#)

The course is about investment in marketable securities. Accordingly, it focuses on the investment environment and process. The investment environment encompasses the kinds of marketable securities that exist particularly in Ghana and where and how they are bought and sold. The investment process on the other hand is concerned with how an investor should proceed in making decisions about what marketable securities to invest in, how extensive the investments should be, and when the investments should be made in order to maximize the returns relative to the associated risk. Topics will include: The Investment Setting, The Asset Allocation Decision, Securities Markets: Organisation, Functions and Regulations, Review of Financial Market Efficiency, Portfolio Theory, The Capital Asset Pricing Model, Arbitrage Pricing Model, Valuing Financial Assets, Professional Asset Management, Stock Market Analysis, Industry Analysis, Company Analysis and Stock Selection, Technical Analysis, Evaluation of Portfolio Performance and Introduction to Financial Derivatives.

### [FINC 403: Bank Management](#)

[Credits: 3](#)

The course aims at exposing the student to the use of the principles of business finance in banking. With this in mind, students are expected to be thoroughly familiar with the material covered in *Introduction to Business Finance* and *Business Finance*. Banking theory is introduced with respect to bank assets, liability and liquidity management. Efforts will be made to draw heavily on practical examples around us. Topics will include: the Banking System, Bank operations, Asset/Liability Management, Bank Risks, Loan Portfolio and Credit Risk Management, Bank Costs, Bank Failures, Bank Valuation and Performance, Bank Strategic Planning and Bank Regulation.

### [PAHS401: Public Finance](#)

[Credits: 3](#)

The purpose of this course is to provide students with the basic principles and practice of funding government expenditure in Ghana. The course examines the core issues in the economics of the public sector. Specific topics will include: the concept, nature and objectives of Public Finance; efficiency and resource allocation; government's role in public sector financial management; public goods, externalities and market/government failures; the constitution and public finance; public expenditure; budgeting, budget structures and budget reforms; public revenue; taxation; the role and influence of pressure groups and interest groups on the national budget; and debt Administration Managing Funds.

**LEVEL 400**

**SEM 2**

### [UGBS 402: Business Policy](#)

[Credits: 3](#)

This course deals with the whole area of strategy and strategic management. It develops the ability to examine the business environment, consider the threats and opportunities and how to come up with Policies which will enable the business to survive, grow and expand. Key to this course is a consideration of how the business can formulate functional policies for each area of its operations.

### [ACCT 402: Public Sector Accounting](#)

[Credits: 3](#)

In this course, students are introduced to the public sector (governmental) aspect of accounting, both at the central and local levels. The course focuses on the public sector environments, how they are managed using budgeting, budgetary accounting, budgetary reporting, their financial reporting, auditing and the measurement of their performance. It also evaluates the activities of NGOs. Discussions of the key topics centre on the theoretical developments in the sectors, including empirical evidence, emphasizing public-private relationships.



### [ACCT 404: Management Accounting](#)

[Credits: 3](#)

This course builds on ACCT 403 (Cost Accounting) and focuses on critical cost accounting issues relating to accounting for overheads; activity-based costing; accounting for labour; product costing methods/techniques; absorption and marginal costing techniques; accounting tools for planning and control, budgetary and budgetary control.

### [ACCT 406: Accounting Information Systems](#)

[Credits: 3](#)

This course develops an understanding and appreciation for the design, analysis, development and implementation of accounting information systems with an emphasis on control and management issues of the accounting function. The course will consider both a technological and nontechnological viewpoint of the organisation, management and the end-users. Practical applications will be emphasized through computer related projects and systems cases. The major thematic areas include oral and written communication, typical business documents and reports, proper systems documentation using flowcharts and other techniques, systems analysis and design methodologies, as well as working skills based on computerized spreadsheets and relational database accounting information systems.

### [FINC 402: Monetary Theory](#)

[Credits: 3](#)

The essence of this course is to study the relationship between money supply and other important economic variables such as aggregate price level, economic output, interest rates and exchange rates. Specific topics include: The Bank of Ghana: structure and functions, Demand for Money, Money Supply, Quantity Theory of Money, Conduct of Monetary Policy, Tools of Monetary Policy, Monetary and Fiscal Policy, Money and Economic Activity, Money, Inflation and Interest Rates, and the International Financial System.

### [FINC 406: Financial Markets](#)

[Credits: 3](#)

This course aims to provide students with a basic understanding of financial markets and institutions. The course covers financial intermediation and innovations and key regulatory trends in both the Ghanaian financial market and international financial markets. Activities and characteristics of depository and non-depository institutions are covered. The course also considers the roles of the money and capital markets in the economy. Specific topics include: Financial Intermediation and Financial Innovation, the Role of Government in Financial Markets, Depository Institutions, Non-Depository Institutions, Determinants of Interest Rates, Organization and Structure of Markets, Market for Corporate Securities, Mortgage and Securitized Assets Markets, and Markets for Derivative Securities.

## ❖ DEPARTMENT OF FINANCE (Banking & Finance Option)

**LEVEL 300**

**SEM 1**

### [UGBS 301: Quantitative Methods](#)

[Credits: 3](#)

Quantitative methods are mathematical and statistical techniques used by managers to justify the decisions they reach on the basis of logic and hard analysis. A manager can increase decisionmaking effectiveness by learning more about quantitative methodology and by a better understanding of its contribution to the decision-making process. The course takes the through the fundamental steps in problem-solving: structuring the problem and analyzing it. Using data associated with the problem, students will develop mathematical expressions that describe objectives, constraints, and other relationships that characterize the problem. The areas covered in this course for the achievement of the course objectives are: Linear Programming, Financial Mathematics, Differential and Integral Calculus, Probability Theory and distribution, Estimation Theory and Hypothesis Testing, Sampling Theory, Regression Analysis, Time Series Analysis and Index Numbers.

### [UGBS 303: Computer Applications in Management](#)

Credits: 3

This course deals with the fundamentals of information systems in organizations. It will provide an introduction to the conceptual foundations underlying information systems technology, in particular computer-based information systems, with emphasis on its applications in business and organizations. For any organization to be effectively managed, it is necessary to provide management with valid information about the organization's products and services, its resources and its environment. The information is provided through many activities and facilities, both internal and external to the organization. Most organizations now recognize that information is one of their most valuable resources and that computers and telecommunications technology are among their most powerful tools that assist in managing information.

### [FINC 301: Introduction to Business Finance](#)

Credits: 3

In this introductory finance course, students are exposed to the role of the financial manager. They study financial analysis including working capital management as a way of linking finance to accounting. They learn about the basic tools that the financial manager uses in detecting and eliminating potential corporate problems. They also learn about financial intermediaries. Topics will include The Finance Function; The Financial Environment; Financial Analysis and Planning; Working Capital Management and sources of Fund

### [MKTG 301: Principles of Marketing](#)

Credits: 3

This course is designed to teach the fundamental concepts and practice of modern marketing. The objective is to provide knowledge that will facilitate consumers' needs and wants identification and satisfaction while achieving organizational goals and ensuring society's well-being. Specific areas of concentration include environmental analysis, strategic planning, marketing information systems and decision-making, consumer analysis, product design, pricing, distribution and promotion.

### [OHRM 303: Human Behaviour in Organisations](#)

Credits: 3

The most important aspects of organisations are the people: the men and women who make up management as well as the work force. The aim of this course is to provide a systematic understanding of organisational life as created by the human beings in the firm. Students will be encouraged to understand issues such as group dynamics, individual differences, values and perceptions, organisational politics as well as interpersonal interactions.

**LEVEL 300**

**SEM 2**

### [UGBS 302: Research Methods](#)

Credits: 3

The main aim of this course is to equip students with a variety of quantitative and qualitative methods for collecting and analyzing data for their long essays. Topics discussed include: Sampling Techniques, Proposal Writing, Designing Questionnaire, Ethical Issues in Research, Pictorial Representation of Summaries from collected data, summary statistics, Statistical Inferences (Confidence Interval and Hypothesis Testing), Simple Regression and Multiple Regression. Students are also introduced to some non-parametric statistical tests.

### [OHRM 304: Introduction to Human Resource Management](#)

Credits: 3

This is an introductory course which exposes students to the preliminary principles of human resource management. The course covers the functional areas of human resource management, recruitment training, development, performance, compensation, resignations and retirement. It serves as a prerequisite for the other more advanced courses in HRM.

### [FINC 302: Business Finance](#)

[Credits: 3](#)

In this course, students will learn about the time value of money, the relationship between risk and return, and how to use these concepts to evaluate projects. Students will also learn about financial markets, how securities are priced, capital structure and the relationship between leasing and buying. Topics will include: Time Value of Money; Valuation of securities; Risk and Return; Capital Investment Decisions; Financial Markets and Financing decisions; Capital Structure and Dividend Policy.

### [FINC 304: Managerial Economics](#)

[Credits: 3](#)

This course is designed to provide a solid foundation of economic understanding for use in managerial decision-making. The course will build on students' existing knowledge of microeconomic theory in using economics towards becoming more competent decision makers and managers. The course will also engender in participants knowledge of various frameworks for analyzing business decisions through the application of economic theory to business problems, thereby developing general principles that can be applied to business decision-making. Topics will include The Nature and Scope of Managerial Economics, Demand Analysis and Estimation, Production and Cost Analysis, Market Structure Analysis and Estimation, and Government Intervention in the Market Economy.

### [MKTG 306: Fundamentals of Entrepreneurship](#)

[Credits: 3](#)

The main objective of the course is that students should be able to apply their entrepreneurial and innovative skills in creating and managing their enterprises/organizations. Motivated individual students should also be capable of creating their own ventures. To achieve this, students will be offered the opportunity to acquire knowledge and understand concepts pertinent to entrepreneurship viz innovation, competitiveness of companies, micro-macroeconomics and socioeconomic development process, common research areas in the general field of entrepreneurship, enterprise development and management.

**LEVEL 400**

**SEM 1**

### [UGBS 401: Company Law](#)

[Credits: 3](#)

Organisations function within a specific legal environment, which seeks to regulate the compliances of the socio-economic aspirations of the country in which the firm is set up. Company law therefore exposes students to the laws and statutes to which organisations must abide. It covers issues such as the source of the company law in Ghana, the purposes of incorporation, the types of companies under the companies' code and the regulation of internal matters such as meetings and resolutions.

### [FINC 401: Investment Fundamentals](#)

[Credits: 3](#)

The course is about investment in marketable securities. Accordingly, it focuses on the investment environment and process. The investment environment encompasses the kinds of marketable securities that exist particularly in Ghana and where and how they are bought and sold. The investment process on the other hand is concerned with how an investor should proceed in making decisions about what marketable securities to invest in, how extensive the investments should be, and when the investments should be made in order to maximize the returns relative to the associated risk. Topics will include: The Investment Setting, The Asset Allocation Decision, Securities Markets: Organisation, Functions and Regulations, Review of Financial Market Efficiency, Portfolio Theory, The Capital Asset Pricing Model, Arbitrage Pricing Model, Valuing Financial Assets, Professional Asset Management, Stock Market Analysis, Industry Analysis, Company Analysis and Stock Selection, Technical Analysis, Evaluation of Portfolio Performance and Introduction to Financial Derivatives.

### [FINC 403: Bank Management](#)

[Credits: 3](#)

The course aims at exposing the student to the use of the principles of business finance in banking.

With this in mind, students are expected to be thoroughly familiar with the material covered in *Introduction to Business Finance* and *Business Finance*. Banking theory is introduced with respect to bank assets, liability and liquidity management. Efforts will be made to draw heavily on practical examples around us. Topics will include: the Banking System, Bank operations, Asset/Liability Management, Bank Risks, Loan Portfolio and Credit Risk Management, Bank Costs, Bank Failures, Bank Valuation and Performance, Bank Strategic Planning and Bank Regulation.

### [FINC 405: Banking Operations](#)

[Credits: 3](#)

This course is meant to equip students with basic knowledge in banking operations. This will help students acquire practical understanding of basic banking operations in the current banking environment in Ghana and globally. In addition, it will provide students with the right analytical mind set on operational processes and process reviews and enhancement in the market, which is critical for any successful banking operations model in the fast changing banking operational setup. Topics include Introduction to Banking Operations, Account Opening Processes and Procedures and Know Your Customer (KYC) Principles and Management, Roles and Responsibilities of Customer Advisors, Counter Services Staff and Management, Processes, Procedures and Principles in Telling/Cashiering, Cash Management and Operations, Payment systems in Banking, Transaction Processing, Reconciliation and Suspense Accounts Management and Control, Product Development, Implementation and Pricing, and Ethics in Banking.

### [PAHS401: Public Finance](#)

[Credits: 3](#)

The purpose of this course is to provide students with the basic principles and practice of funding government expenditure in Ghana. The course examines the core issues in the economics of the public sector. Specific topics will include: the concept, nature and objectives of Public Finance; efficiency and resource allocation; government's role in public sector financial management; public goods, externalities and market/government failures; the constitution and public finance; public expenditure; budgeting, budget structures and budget reforms; public revenue; taxation; the role and influence of pressure groups and interest groups on the national budget; and debt Administration Managing Funds.

### [FINC 407: Labour Economics](#)

[Credits: 3](#)

The aim of this course is to introduce Students to the mechanics of the labour market. Students will learn about how labour markets work – supply and demand, how individuals allocate time between work and leisure, and why firms hire. Students will also understand the implications of minimum wages on employment, the rationale for trade union organizations and how they work in Ghana, geographical mobility, wages and unemployment in Ghana and Africa. Empirical examples from studies on Ghana and Africa will be discussed. Topics include Labour Supply, Labour Demand, Labour Market Equilibrium, Compensating Wage Differentials, Human Capital, Wage Structure, Labour Mobility, Labour Market Discrimination, Labour Unions, Incentive Pay and Unemployment.

**LEVEL 400**

**SEM 2**

### [UGBS 402: Business Policy](#)

[Credits: 3](#)

This course deals with the whole area of strategy and strategic management. It develops the ability to examine the business environment, consider the threats and opportunities and how to come up with Policies which will enable the business to survive, grow and expand. Key to this course is a consideration of how the business can formulate functional policies for each area of its operations.

### [FINC 402: Monetary Theory](#)

[Credits: 3](#)

The essence of this course is to study the relationship between money supply and other important economic variables such as aggregate price level, economic output, interest rates and exchange rates.

Specific topics include: The Bank of Ghana: structure and functions, Demand for Money, Money Supply, Quantity Theory of Money, Conduct of Monetary Policy, Tools of Monetary Policy, Monetary and Fiscal Policy, Money and Economic Activity, Money, Inflation and Interest Rates, and the International Financial System.

#### [FINC 404: International Finance and Banking](#)

[Credits: 3](#)

This course is a logical extension of the principles of the foundation in Corporate Finance or Financial Management. It builds on and extends the framework and basic principles provided by domestic corporate finance to account for those dimensions that are unique to decisions in a competitively dynamic global context. Coverage will extend to the use of financial analysis and reasoning in solving international financial management problems and in decision-making. The traditional areas of Working Capital Management, Capital Budgeting, Cost of Capital, and Financial Structure will be covered from the perspective of a Multinational or Transnational Enterprise. The focus will be on those decision variables that are rarely encountered by purely domestic enterprises. Specific topics include: Introduction to Multinational Financial Management, International Financial Markets, International Flow of Funds and Balance of Payment, Forecasting Exchange Rates, Measuring Exposure to Exchange Rate Fluctuations, Managing Transaction Exposure, Short-term asset and liability management and Financing International Trade, Long-Term Asset and Liability Management, International Banking, and Country Risk Analysis.

#### [FINC 406: Financial Markets](#)

[Credits: 3](#)

This course aims to provide students with a basic understanding of financial markets and institutions. The course covers financial intermediation and innovations and key regulatory trends in both the Ghanaian financial market and international financial markets. Activities and characteristics of depository and non-depository institutions are covered. The course also considers the roles of the money and capital markets in the economy. Specific topics include: Financial Intermediation and Financial Innovation, the Role of Government in Financial Markets, Depository Institutions, Non-Depository Institutions, Determinants of Interest Rates, Organization and Structure of Markets, Market for Corporate Securities, Mortgage and Securitized Assets Markets, and Markets for Derivative Securities.

#### [FINC 408: Microfinance](#)

[Credits: 3](#)

The course deals with the importance of microcredit as a financial tool for development. It provides students with techniques and tools to improve financial services and the sustainability of microfinance institutions (MFI) by setting realistic interest rates and managing funding. The course also deals with lending methods: individual and group lending methodologies which place an emphasis on understanding the client, her/his financial needs and business cycles, streamlined procedures and detailed loan analysis for delinquency prevention. The course also focuses on the problems confronting the microfinance institutions and the impact of microfinance on clients' well-being. Specific topics include: Theories of Microfinance, Microfinance in Ghana, Supply of Microfinance, Demand for Microfinance, Microfinance Product Development, Microfinance and Financial Regulation, Microfinance Sustainability, Challenges in the Microfinance Sector and Rural Banking.

### **INSURANCE OPTION**

**LEVEL 300**

**SEM 1**

#### [UGBS 301: Quantitative Methods](#)

[Credits: 3](#)

Quantitative methods are mathematical and statistical techniques used by managers to justify the decisions they reach on the basis of logic and hard analysis. A manager can increase decisionmaking effectiveness by learning more about quantitative methodology and by a better understanding of its contribution to the decision-making process. The course takes the through the fundamental steps in

problem-solving: structuring the problem and analyzing it. Using data associated with the problem, students will develop mathematical expressions that describe objectives, constraints, and other relationships that characterize the problem. The areas covered in this course for the achievement of the course objectives are: Linear Programming, Financial Mathematics, Differential and Integral Calculus, Probability Theory and distribution, Estimation Theory and Hypothesis Testing, Sampling Theory, Regression Analysis, Time Series Analysis and Index Numbers.

### [UGBS 303: Computer Applications in Management](#)

[Credits: 3](#)

This course deals with the fundamentals of information systems in organizations. It will provide an introduction to the conceptual foundations underlying information systems technology, in particular computer-based information systems, with emphasis on its applications in business and organizations. For any organization to be effectively managed, it is necessary to provide management with valid information about the organization's products and services, its resources and its environment. The information is provided through many activities and facilities, both internal and external to the organization. Most organizations now recognize that information is one of their most valuable resources and that computers and telecommunications technology are among their most powerful tools that assist in managing information.

### [FINC 351: Introduction to Insurance](#)

[Credits: 3](#)

The main objective of this course is to provide students with basic knowledge about fundamental issues in insurance. These include the development of insurance, the ability to explain the concept of insurance and to distinguish this from similar institutions. Insurance will also be examined within the general framework of the risk management process. This course also aims at examining the insurance market, including those determinant factors which impact on the behaviour of the market participants. Specific topics include: the History of Insurance, the Concept of Insurance, Micro- and Macro-economic Functions of Insurance, Insurance as an Instrument of Risk Management, Insurance Markets and Competition, Control and Supervision of Insurance, Insurance Companies, Mergers and Acquisitions, and Insurance Concerns and Insurance Cartels.

### [FINC 301: Introduction to Business Finance](#)

[Credits: 3](#)

In this introductory finance course, students are exposed to the role of the financial manager. They study financial analysis including working capital management as a way of linking finance to accounting. They learn about the basic tools that the financial manager uses in detecting and eliminating potential corporate problems. They also learn about financial intermediaries. Topics will include The Finance Function; The Financial Environment; Financial Analysis and Planning; Working Capital Management and sources of Fund

### [MKTG 301: Principles of Marketing](#)

[Credits: 3](#)

This course is designed to teach the fundamental concepts and practice of modern marketing. The objective is to provide knowledge that will facilitate consumers' needs and wants identification and satisfaction while achieving organizational goals and ensuring society's well-being. Specific areas of concentration include environmental analysis, strategic planning, marketing information systems and decision-making, consumer analysis, product design, pricing, distribution and promotion.

**LEVEL 300**

**SEM 2**

### [UGBS 302: Research Methods](#)

[Credits: 3](#)

The main aim of this course is to equip students with a variety of quantitative and qualitative methods for collecting and analyzing data for their long essays. Topics discussed include: Sampling Techniques,



Proposal Writing, Designing Questionnaire, Ethical Issues in Research, Pictorial Representation of Summaries from collected data, summary statistics, Statistical Inferences (Confidence Interval and Hypothesis Testing), Simple Regression and Multiple Regression. Students are also introduced to some non-parametric statistical tests.

### [OHRM 304: Introduction to Human Resource Management](#)

[Credits: 3](#)

This is an introductory course which exposes students to the preliminary principles of human resource management. The course covers the functional areas of human resource management, recruitment training, development, performance, compensation, resignations and retirement. It serves as a prerequisite for the other more advanced courses in HRM.

### [FINC 302: Business Finance](#)

[Credits: 3](#)

In this course, students will learn about the time value of money, the relationship between risk and return, and how to use these concepts to evaluate projects. Students will also learn about financial markets, how securities are priced, capital structure and the relationship between leasing and buying. Topics will include: Time Value of Money; Valuation of securities; Risk and Return; Capital Investment Decisions; Financial Markets and Financing decisions; Capital Structure and Dividend Policy.

### [FINC 352: Principles and Practice of Insurance](#)

[Credits: 3](#)

This course exposes students to the basic principles underlying insurance contractual relationships. It enables them to understand the processes and documentation involved in establishing and maintaining insurance relationships, and to appreciate the framework for the general conduct of insurance business, including the importance and principles of reinsurance. Specific topics include: insurance contract, insurance policy, analysis of insurance contracts, insurance premium, claims, assignment, insurance agency, insolvency and reinsurance.

### [MKTG 306: Fundamentals of Entrepreneurship](#)

[Credits: 3](#)

The main objective of the course is that students should be able to apply their entrepreneurial and innovative skills in creating and managing their enterprises/organisations. Motivated individual students should also be capable of creating their own ventures. To achieve this, students will be offered the opportunity to acquire knowledge and understand concepts pertinent to entrepreneurship viz innovation, competitiveness of companies, micro-macroeconomics and socioeconomic development process, common research areas in the general field of entrepreneurship, enterprise development and management.

### [OHRM 303: Human Behaviour in Organisations](#)

[Credits: 3](#)

The most important aspects of organisations are the people: the men and women who make up management as well as the work force. The aim of this course is to provide a systematic understanding of organisational life as created by the human beings in the firm. Students will be encouraged to understand issues such as group dynamics, individual differences, values and perceptions, organisational politics as well as interpersonal interactions.

### [FINC 304: Managerial Economics](#)

[Credits: 3](#)

This course is designed to provide a solid foundation of economic understanding for use in managerial decision-making. The course will build on students' existing knowledge of microeconomic theory in using economics towards becoming more competent decision makers and managers. The course will also engender in participants knowledge of various frameworks for analyzing business decisions through the application of economic theory to business problems, thereby developing general principles that can be applied to business decision-making. Topics will include The Nature and Scope of Managerial

Economics, Demand Analysis and Estimation, Production and Cost Analysis, Market Structure Analysis and Estimation, and Government Intervention in the Market Economy.

**LEVEL 400**

**SEM 1**

[UGBS 401: Company Law](#)

[Credits: 3](#)

Organisations function within a specific legal environment, which seeks to regulate the compliances of the socio-economic aspirations of the country in which the firm is set up. Company law therefore exposes students to the laws and statutes to which organisations must abide. It covers issues such as the source of the company law in Ghana, the purposes of incorporation, the types of companies under the companies' code and the regulation of internal matters such as meetings and resolutions.

[FINC 451: Introduction to Actuarial Science](#)

[Credits: 3](#)

Actuarial science is a field of study that deals with the evaluation of future events and designing of creative ways to reduce the likelihood of undesirable events and their impact on our society. It utilizes mathematical, statistical and financial methods to model and minimise the occurrence of these events and their associated financial losses. Actuaries are professionals responsible for risk management and calculation of premiums for insurance companies. This course focuses on basic actuarial science concepts. The objective of this course is to provide students with the basic concepts in probability, statistics and financial mathematics for the evaluation of future events and undesirable events on our society. It is also designed to meet the basic needs of students intending to take the professional examination on Construction and Evaluation of Actuarial Models given by the Causality Actuarial Society and the Society of Actuaries. Topics include: Probability, Loss Distribution, Financial Mathematics, Linear and Matrix Algebra, Statistical Concepts for Actuaries, Survival and Severity Models, Aggregate Compound Models, Life Contingency Models and Ruin Theory.

[FINC 453: Elements of Risk and Insurance](#)

[Credits: 3](#)

This course aims at providing the participant with a very clear understanding of the concept of risk, particularly in insurance business practice. It offers the student an appreciation of the issues involved in the determination of the portfolios of risks, as well as the evaluation and the pricing of risks. Specific topics include: concepts of risk, the technical unit and the portfolio of risks, classification of risks, measurement of risk, risk and the law of large numbers, insurability of individual risks and insurance premium calculation.

[FINC 455: Insurance of Liability](#)

[Credits: 3](#)

This course is intended to help students appreciate the law in relation to insurable liabilities; apply the knowledge acquired to particular situations and for that matter solve practical problems; become conversant with the technical process of underwriting, administration and handling of claims arising from liability risks; and understand the reinsurance of liability risks. Specific topics include: the nature of liability, basic legal concepts, sources and types of legal liabilities, the concept of loss and indemnity in liability insurance, the liability insurance contract, application of insurance principles, types of liability exposures, and reinsurance of original liability risks.

[FINC 457: Insurance Management](#)

[Credits: 3](#)

This course aims at making students understand how insurance enterprises are organized, know the basic characteristics of insurance cover and understand the production processes involved, appreciate the management functions in insurance business, understand the operational environment of insurance enterprises, in particular the regulatory framework, and relate the insurance sector to other sectors of the economy. Specific topics include: basic concepts in the theory of insurance management, the insurance

company as a production system, organisation of the insurance company, the legal framework of insurance business operations, insurance management functions, insurance company financing, insurance supervision, regulation and control, and insurance and the national economy.

**LEVEL 400**

**SEM 2**

[UGBS 402: Business Policy](#)

[Credits: 3](#)

This course deals with the whole area of strategy and strategic management. It develops the ability to examine the business environment, consider the threats and opportunities and how to come up with Policies which will enable the business to survive, grow and expand. Key to this course is a consideration of how the business can formulate functional policies for each area of its operations.

[FINC 452: Property and Pecuniary Insurance](#)

[Credits: 3](#)

This course is in two parts. Part one aims at providing fundamental knowledge about the basic principles and the essential features of property and pecuniary insurances. Part two deals specifically with fire insurance, which constitutes the major aspect of this branch of insurance. By the end of the course, the student should appreciate the main tools required in underwriting and processing fire policies as well as managing claims effectively. Specific topics include: introduction to property and pecuniary insurances and application of basic principles, types of property and pecuniary insurances (Scope of Covers), introduction to fire insurance, standard fire policy, fire and allied perils policy, underwriting fire risks, fire claims management, fire reinsurance, package policies (Scope of Covers), project insurance (Scope of Covers, Contractors All Risks and Erection All Risks).

[FINC 454: Assurance of the Person](#)

[Credits: 3](#)

This course focuses on the major insurances relating to the bodily sphere of the individual. By the end of the course, the participant should understand the basic issues in Life, Accident and Health insurances. In particular, the course provides deeper knowledge about the different types of life policies and their economic uses, as well as the concepts and the technicalities in underwriting, documentation and claims management in life insurance. Specific topics include classification of assurances of the person, life assurance, legal framework of life assurance contracts, life assurance products, practical uses of life assurance, life assurance marketing and selling, underwriting life risks, claims management, reinsurance, and the life assurance industry in Ghana.

[FINC 456: Pensions and Social Insurance](#)

[Credits: 3](#)

This course aims at making the students aware of the need for an effective social security system and provides the background to pension schemes. The course will expose students to the difference between social insurance and private individual insurances. It outlines the key issues involved in the organisation of social security schemes and discusses the characteristic features of the main employee benefit schemes. Specific topics include: the concept of social security and the development of pension schemes, legislative framework on retirement and other benefit schemes, forms of pension schemes, organisation and design of pension schemes and social insurance schemes.

[FINC 458: Health Insurance](#)

[Credits: 3](#)

This course aims at teaching students the differences in the nature of private individual health insurance and the social national health insurance schemes; the operational aspects of health insurance schemes; and the distinction between individual and group health insurance schemes. The course will also make clear the business uses of individual health insurance. Specific topics include: principles of health insurance, underwriting the health risk, the health insurance contract, determination of premiums (Individual and Group premiums), claims management, cost containment, handling of reserves, the main types of health insurance protection, hospitals as insurers and health financing reform in developing countries.

### [FINC 459: Insurance of Transportation](#)

[Credits: 3](#)

This course aims at teaching students the main types of transportation insurance; the technical issues involved in the underwriting, administration and claims management of transportation risks; the importance and types and forms of reinsurance applicable to the original transportation risks. The course will also ensure awareness of the legal framework within which these insurances operate. Specific topics include: introduction to the insurances of transportation (Motor, Marine and Aviation), Motor vehicle insurance, the Law of Negligence, relevant sections of the Motor Vehicle Act, 1958 (Ghana), types of motor covers, underwriting and rating considerations, proposal forms and other documentation, motor claims management and reinsurance of motor risks.

## ❖ DEPARTMENT OF MARKETING & CUSTOMER MANAGEMENT

**LEVEL 300**

**SEM 1**

### [UGBS 301: Quantitative Methods](#)

[Credits: 3](#)

Quantitative methods are mathematical and statistical techniques used by managers to justify the decisions they reach on the basis of logic and hard analysis. A manager can increase decisionmaking effectiveness by learning more about quantitative methodology and by a better understanding of its contribution to the decision-making process. The course takes the student through the fundamental steps in problem-solving: structuring the problem and analyzing it. Using data associated with the problem, students will develop mathematical expressions that describe objectives, constraints, and other relationships that characterize the problem. The areas covered in this course for the achievement of the course objectives are: Linear Programming, Financial Mathematics, Differential and Integral Calculus, Probability Theory and distribution, Estimation Theory and Hypothesis Testing, Sampling Theory, Regression Analysis, Time Series Analysis and Index Numbers.

### [UGBS 303: Computer Applications in Management](#)

[Credits: 3](#)

This course deals with the fundamentals of information systems in organizations. It will provide an introduction to the conceptual foundations underlying information systems technology, in particular computer-based information systems, with emphasis on its applications in business and organizations. For any organization to be effectively managed, it is necessary to provide management with valid information about the organization's products and services, its resources and its environment. The information is provided through many activities and facilities, both internal and external to the organization. Most organizations now recognize that information is one of their most valuable resources and that computers and telecommunications technology are among their most powerful tools that assist in managing information.

### [MKTG 301: Principles of Marketing](#)

[Credits: 3](#)

This course is designed to teach the fundamental concepts and practice of modern marketing. The objective is to provide knowledge that will facilitate consumers' needs and wants identification and satisfaction while achieving organizational goals and ensuring society's well-being. Specific areas of concentration include environmental analysis, strategic planning, marketing information systems and decision-making, consumer analysis, product design, pricing, distribution and promotion.

### [MKTG 303: Introduction to Electronic Business](#)

[Credits: 3](#)

This course provides an overview of e-business with a focus on its implementation through the Internet in the context of today's competitive business environment. This course provides an in-depth and up-to-date analysis of the management issues that face business organizations as they embrace the Internet.

revolution. It also examines the e-business strategies being employed by firms in a range of different industry sectors

### [MKTG 305: Consumer Behaviour](#)

[Credits: 3](#)

The nature of today's marketplace demands that marketers and organisations understand the consumer if they are to achieve the firm's marketing and sales strategy. This course on consumer behaviour exposes students to the various influences that affect consumers in their consumption related decisions. The course covers topics like consumer research, market segmentation and consumer decision making.

### [OHRM 303: Human Behaviour in Organisations](#)

[Credits: 3](#)

The most important aspects of organisations are the people: the men and women who make up management as well as the work force. The aim of this course is to provide a systematic understanding of organisational life as created by the human beings in the firm. Students will be encouraged to understand issues such as group dynamics, individual differences, values and perceptions, organisational politics as well as interpersonal interactions.

### [PAHS 301: Political Setting of Public Administration](#)

[Credits: 3](#)

This course seeks to introduce students to basic concepts and terminologies in administration and politics, and to familiarise students with the political context of administration in Ghana. Specific topics to be covered include the nature and scope of administration and politics; the politics administration dichotomy; the Political System - System Perspective on the Political Process; organizations as political systems; power, authority and morality; government and administration in Ghana; administrative responsibility and accountability; and contemporary issues in the politicsadministration dichotomy in Ghana

**LEVEL 300**

**SEM 2**

### [UGBS 302: Research Methods](#)

[Credits: 3](#)

The main aim of this course is to equip students with a variety of quantitative and qualitative methods for collecting and analyzing data for their long essays. Topics discussed include: Sampling Techniques, Proposal Writing, Designing Questionnaire, Ethical Issues in Research, Pictorial Representation of Summaries from collected data, summary statistics, Statistical Inferences (Confidence Interval and Hypothesis Testing), Simple Regression and Multiple Regression. Students are also introduced to some non-parametric statistical tests.

### [MKTG 302: Sales Management](#)

[Credits: 3](#)

Personal selling, as a marketing sub-function, is embedded in the promotional component. It is a revenue-generating function which is performed by a team of sales personnel usually referred to as the “**sales force**”. Owing to the unique features of the personal selling job (e.g. there is little or no direct supervision) it is considered necessary to equip potential sales force managers with distinct management skills in order to ensure efficiency and effectiveness. Sales Management, as a course, is therefore designed to provide managers with the requisite knowledge in planning, organising, directing and control, with specific reference to sales personnel. Core skills acquired by the end of the course include motivation, compensation, forecasting and routing, and salesmanship.

### [MKTG 304: Integrated Marketing Communications](#)

[Credits: 3](#)

The main objective of the course is to provide students with the requisite knowledge and skills that will enable them apply the concepts and theories of integrated marketing communications planning within different organisational set-ups. Thus, the course is designed to equip students with the concept of IMC, its evolution, importance, benefits, and barriers to integration. The semester's programme covers a very

broad field of the subject including a conceptual framework of the marketing communication process, the processes of integration, IMC planning and implementation, building and sustaining positive brand and corporate image and the importance of developing corporate mission statements in charting an effective communication path for the organisation. Marketing concepts like market segmentation, audience targeting and positioning strategies will extensively feature in the programme.

### [MKTG 306: Fundamentals of Entrepreneurship](#)

[Credits: 3](#)

The main objective of the course is that students should be able to apply their entrepreneurial and innovative skills in creating and managing their enterprises/organisations. Motivated individual students should also be capable of creating their own ventures. To achieve this, students will be offered the opportunity to acquire knowledge and understand concepts pertinent to entrepreneurship viz innovation, competitiveness of companies, micro-macroeconomics and socioeconomic development process, common research areas in the general field of entrepreneurship, enterprise development and management.

### [MKTG 308: Retail Strategy](#)

[Credits: 3](#)

Retail Strategy is structured to teach those business activities involved with the sale of goods and services directly to final consumers. The objective of this course is to expose students to the crucial role played by retailing in any marketing process as part of the distribution function. The student also acquires knowledge of the major types of retailers, managing the retail function strategically, service retailing, internationalisation of retailing and the future of retailing.

### [OHRM 304: Introduction to Human Resource Management](#)

[Credits: 3](#)

This is an introductory course which exposes students to the preliminary principles of human resource management. The course covers the functional areas of human resource management, recruitment training, development, performance, compensation, resignations and retirement. It serves as a prerequisite for the other more advanced courses in HRM.

### [PAHS 312: Export Administration](#)

[Credits: 3](#)

This course examines the theory and practice of export administration and management. Specifically, this course examines the nature and scope of the Ghanaian export sector; institutional and regulatory framework of export in Ghana; patterns in the evolution and development of export policy; trade liberalization and Ghanaian exports; export promotion and financing, traditional and non-traditional export management and pressure groups in export management.

## **LEVEL 400**

## **SEM 1**

### [UGBS 401: Company Law](#)

[Credits: 3](#)

Organisations function within a specific legal environment, which seeks to regulate the compliances of the socio-economic aspirations of the country in which the firm is set up. Company law therefore exposes students to the laws and statutes to which organisations must abide. It covers issues such as the source of the company law in Ghana, the purposes of incorporation, the types of companies under the companies' code and the regulation of internal matters such as meetings and resolutions.

### [MKTG 401: Marketing Research](#)

[Credits: 3](#)

The course equips students with tools for conducting consumer-based research, with the objective of identifying needs, wants and preferences for effective marketing strategy formulation and customer satisfaction. This course focuses on an in-depth appreciation of the nature and scope of marketing research. It exposes students to the framework and processes of conducting an effective marketing research assignment and critically important techniques like questionnaire design, sampling, data collection and analysis using various statistical techniques.



### [MKTG 403: Electronic Marketing Essentials](#)

[Credits: 3](#)

This course investigates all aspects of electronic marketing with a focus on its implementation through the Internet and the World Wide Web. Particular attention is paid to the use of the Internet to transform inter and intra-organisational transactions and processes, with a focus on marketing.

As such, topics such as electronic trade, electronic channelling, electronic sales, electronic distribution, electronic marketplaces and web communications are some of the topics covered in this course.

### [MKTG 405: Fundamentals of Social Marketing](#)

[Credits: 3](#)

The focus of this course is on community relations, public education and social marketing.

Students explore, analyze and apply concepts such as community assessment and empowerment, visioning and educational principles and strategies. Students will also analyse the various components of the mass media, ownership and its effects on content. In addition, through shared experiences, group work and critiquing of actual social marketing educational and public relations programmes, students develop commendable capacity for social marketing application.

### [MKTG 407: Marketing Management](#)

[Credits: 3](#)

The course presents marketing from a strong strategic perspective. Thus, it integrates the tools of marketing into a unified strategy that delivers value to customers to ensure sustainable competitive advantage. Key issues considered include the marketing environment, the marketing value mix variables, strategic marketing planning, strategy implementation, its evaluation and control.

### [MKTG 409: Relationship Marketing](#)

[Credits: 3](#)

This course focuses on the conceptual and theoretical foundations of Relationship Marketing. A number of theoretical perspectives developed in economics, law and social psychology are being applied in Relationship Marketing. These include transactions cost analysis, agency theory, relational contracting, social exchange theory, network theory, and inter-organisational exchange behaviour. It includes an analysis of different types of business relationships, such as those between a company and its suppliers, customers and distributors.

**LEVEL 400**

**SEM 2**

### [UGBS 402: Business Policy](#)

[Credits: 3](#)

This course deals with the whole area of strategy and strategic management. It develops the ability to examine the business environment, consider the threats and opportunities and how to come up with Policies which will enable the business to survive, grow and expand. Key to this course is a consideration of how the business can formulate functional policies for each area of its operations.

### [MKTG 402: Tourism Marketing](#)

[Credits: 3](#)

This programme builds upon a healthy knowledge in marketing and develops synergies between tourism, marketing and the management of tourism with a focus on the theoretical and vocational issues associated with this expanding international industry. Thus, the programme is international in outlook, and relies on close associations with major tourism stakeholders to forge an industry driven curriculum. Tourism Marketing provides the student with an understanding of the concepts and systems underlying marketing processes in tourism and equips him/her with the necessary analytical and research-based knowledge to contribute effectively towards the development and sustained profitability of the tourism sector.

### [MKTG 404: International Marketing](#)

[Credits: 3](#)

The course focuses on techniques and strategies needed to apply the marketing concept in the world marketplace. It provides understanding of the global business environment. A country's cultural and

environmental impact on the marketing plan is emphasised. Thus, competing in international markets of varied economic, political and legal perspectives is considered. There is exposition on regional integration strategies and their impact on international marketing. Issues related to international products, pricing, distribution and communications are addressed. Additionally, negotiating with international customers and partners is given due attention for successful implementation of international marketing strategies.

### [MKTG 406: Services Marketing](#)

[Credits: 3](#)

This course will examine the theoretical/conceptual, strategic, and operational issues pertaining to the marketing of services. At the end of this course it is expected that students will be familiar with the theoretical and normative issues of marketing services. They should know how to investigate, assess, and resolve quality problems; how to ensure employee participation in the delivery of quality service; and how to develop, implement and control profitable service marketing strategies.

### [PAHS 402: Health Services Marketing](#)

[Credits: 3](#)

The Health Services Marketing course introduces essential marketing management knowledge and skills to students who may end up working in either public or private sectors of the health services. It examines the contemporary perspective of marketing and its relevance to fulfilling the missions of health service organisations.

## **E-COMMERCE & CUSTOMER MANAGEMENT OPTION**

**LEVEL 300**

**SEM 1**

### [UGBS 301: Quantitative Methods](#)

[Credits: 3](#)

Quantitative methods are mathematical and statistical techniques used by managers to justify the decisions they reach on the basis of logic and hard analysis. A manager can increase decisionmaking effectiveness by learning more about quantitative methodology and by a better understanding of its contribution to the decision-making process. The course takes the student through the fundamental steps in problem-solving: structuring the problem and analyzing it. Using data associated with the problem, students will develop mathematical expressions that describe objectives, constraints, and other relationships that characterize the problem. The areas covered in this course for the achievement of the course objectives are: Linear Programming, Financial Mathematics, Differential and Integral Calculus, Probability Theory and distribution, Estimation Theory and Hypothesis Testing, Sampling Theory, Regression Analysis, Time Series Analysis and Index Numbers.

### [UGBS 303: Computer Applications in Management](#)

[Credits: 3](#)

This course deals with the fundamentals of information systems in organizations. It will provide an introduction to the conceptual foundations underlying information systems technology, in particular computer-based information systems, with emphasis on its applications in business and organizations. For any organization to be effectively managed, it is necessary to provide management with valid information about the organization's products and services, its resources and its environment. The information is provided through many activities and facilities, both internal and external to the organization. Most organizations now recognize that information is one of their most valuable resources and that computers and telecommunications technology are among their most powerful tools that assist in managing information.

### [MKTG 301: Principles of Marketing](#)

[Credits: 3](#)

This course is designed to teach the fundamental concepts and practice of modern marketing. The objective is to provide knowledge that will facilitate consumers' needs and wants identification and satisfaction while achieving organisational goals and ensuring society's well-being. Specific areas of

concentration include environmental analysis, strategic planning, marketing information systems and decision-making, consumer analysis, product design, pricing, distribution, and promotion.

### [MKTG 303: Introduction to Electronic Business](#)

[Credits: 3](#)

This course provides an overview of e-business with a focus on its implementation through the Internet in the context of today's competitive business environment. This course provides an indepth and up-to-date analysis of the management issues that face business organizations as they embrace the Internet revolution. It also examines the e-business strategies being employed by firms in a range of different industry sectors.

### [ECCM 301: Customer Care Essentials](#)

[Credits: 3](#)

Every savvy business leader recognises that business success hinges on providing internal and external customers with a high level of service that surpasses their expectations. Customer care is essential not only in the retention of existing clients, but also in fostering business growth. This course on customer care will expose students to the rudiments of customer care and will focus on topics such as customer behaviours and expectations, listening to customers, the internal customer, customer communication, recognition and reward and the sustenance of a customer focus.

### [OHRM 303: Human Behaviour in Organisations](#)

[Credits: 3](#)

The most important aspects of organisations are the people: the men and women who make up management as well as the work force. The aim of this course is to provide a systematic understanding of organisational life as created by the human beings in the firm. Students will be encouraged to understand issues such as group dynamics, individual differences, values and perceptions, organisational politics as well as interpersonal interactions.

## **LEVEL 300**

## **SEM 2**

### [UGBS 302: Research Methods](#)

[Credits: 3](#)

The main aim of this course is to equip students with a variety of quantitative and qualitative methods for collecting and analyzing data for their long essays. Topics discussed include: Sampling Techniques, Proposal Writing, Designing Questionnaire, Ethical Issues in Research, Pictorial Representation of Summaries from collected data, summary statistics, Statistical Inferences (Confidence Interval and Hypothesis Testing), Simple Regression and Multiple Regression. Students are also introduced to some non-parametric statistical tests.

### [ECCM 302: Customer Relationship Management](#)

[Credits: 3](#)

As the business world increasingly shifts from a product focus to a customer focus, most organisations recognise that treating existing customers well is the best source of profitable and sustainable revenue growth. In the face of increasing competition, mature markets and the ever demanding customer, customer defection is now just a mouse click away. This course on customer relationship management introduces students to an enterprise wide approach to customer acquisition and management and focuses on topics such as the market-intelligent enterprise, customer loyalty tools, channel management, learning and knowledge as well as performance alignment.

### [ECCM 304: Mobile Commerce and Marketing](#)

[Credits: 3](#)

We have entered the "all mobile era". In Ghana, the leading telecommunication provider, MTN boasts of 8 million subscribers (NCA, 2009) and mobile phones have become much more than entertainment handsets. Mobile phone owners expect a high-end customer experience with current 3G handsets featuring high resolution colour displays, audio and video content streaming and Internet access at

broadband speeds. These rich communication environments are encouraging and facilitating the development of business and marketing applications for mobile phones. This course on Mobile Marketing focuses on how marketing is now being conducted via mobile phones in an increasingly wireless world. Topics to be covered in the course include mobile revenue generating services; value added services; SMS marketing and promotions; mobile retailing; mobile commerce; mobile spam and various ways by which the mobile phone improves the value chain activities of profit and not-for-profit organisations.

### [ECCM 306: Introduction to E-Service Management](#)

[Credits: 3](#)

The course introduces students to the subject of service management in the digital economy. Aspects of the subject that will be covered include: the reconfiguration of the service mix in an electronic age; Internet business models; e-customers; and the relevant e-tools that could be utilised in e-service planning.

### [ECCM 308: Innovation and New Product Development](#)

[Credits: 3](#)

The subject of innovation and new product development is often treated as a series of separate specialisations rather than as an integrated task. The main objective of this course is to bring together the areas of innovation and new products development and to keep a strong emphasis on innovation as a management process. As innovation continues to be at the forefront of economic and political debate, this course hopes to equip students with the requisite skills and knowledge in order to survive in the changing global competitive market place. The course covers areas like innovation management, managing innovation within firms and managing organizational knowledge

### [OHRM 304: Introduction to Human Resource Management](#)

[Credits: 3](#)

This is an introductory course which exposes students to the preliminary principles of human resource management. The course covers the functional areas of human resource management, recruitment training, development, performance, compensation, resignations and retirement. It serves as a prerequisite for the other more advanced courses in HRM.

## **LEVEL 400**

## **SEM 1**

### [UGBS 401: Company Law](#)

[Credits: 3](#)

Organisations function within a specific legal environment, which seeks to regulate the compliances of the socio-economic aspirations of the country in which the firm is set up. Company law therefore exposes students to the laws and statutes to which organisations must abide. It covers issues such as the source of the company law in Ghana, the purposes of incorporation, the types of companies under the companies' code and the regulation of internal matters such as meetings and resolutions.

### [ECCM 401: Measuring Customer Satisfaction](#)

[Credits: 3](#)

Customer satisfaction may be described as the customer's perception that his or her expectations have been met or surpassed. This must be constantly assessed and measured to reveal any pitfalls in service delivery and to enable businesses respond immediately with the most appropriate corrective measures. This involves companies finding out what the customers want and using that information to reduce the kinds of products and services that will keep them coming back. This course is an introduction to the various modes of measuring customer satisfaction and the various instruments that could be employed to achieve it.

### [MKTG 403: Electronic Marketing Essentials](#)

[Credits: 3](#)

This course investigates all aspects of electronic marketing with a focus on its implementation through the Internet and the World Wide Web. Particular attention is paid to the use of the Internet to transform inter and intra-organisational transactions and processes, with a focus on marketing.

As such, topics such as electronic trade, electronic channelling, electronic sales, electronic distribution, electronic marketplaces and web communications are some of the topics covered in this course

### [ECCM 403: Key Account Management](#)

[Credits: 3](#)

Key accounts are usually the biggest source of revenue to both retail and B2B organizations and require a specialised type of customer management. Key Account Management introduces students to issues such as negotiations, category and space management; Identification and development of key accounts; key account planning and strategy development.

### [ECCM 405: Public Sector Marketing Management](#)

[Credits: 3](#)

The public sector in most developing countries is bedevilled by an acute lack of a service marketing orientation and this has led to inefficiencies in several developing economy public institutions, Ghana, not excluded. Public Sector Marketing Management examines the role of marketing in public organizations, from planning through execution and evaluation. It looks at marketing from the perspective of creating value for different organisational stakeholders. This course examines specific applications for public sector organisations such as local government in the context of leisure, culture and the arts, regeneration, education and social services. The main theme of the course is creating value for stakeholders through a philosophy based on setting a vision, creating and communicating the values and establishing a culture. This course on marketing the public sector focuses on how a more market oriented approach can be adopted by public sector institutions. Key topics that will be covered include service marketing challenges faced by the public sector, public sector marketing tools, creating and measuring stakeholder value, corporate brand building and delivering services, marketing process management and moment of truth encounters.

### [MKTG 407: Marketing Management](#)

[Credits: 3](#)

The course presents marketing from a strong strategic perspective. Thus, it integrates the tools of marketing into a unified strategy that delivers value to customers to ensure sustainable competitive advantage. Key issues considered include the marketing environment, the marketing value mix variables, strategic marketing planning, strategy implementation, its evaluation and control.

**LEVEL 400**

**SEM 2**

### [UGBS 402: Business Policy](#)

[Credits: 3](#)

This course deals with the whole area of strategy and strategic management. It develops the ability to examine the business environment, consider the threats and opportunities and how to come up with Policies which will enable the business to survive, grow and expand. Key to this course is a consideration of how the business can formulate functional policies for each area of its operations.

### [ECCM 402: Trust Building and Negotiation Skills](#)

[Credits: 3](#)

Low trust causes friction amongst internal customers of every organisation and also between an organisation and its external customer audiences. Low trust slows down decisions, communication and organisational relationships. High trust helps to foster brand loyalty, organizational commitment and organisational profitability. This course on trust building and negotiation skills exposes students to topics like building organisational trust, trust building behaviours, organisational credibility, organisational conflict management, market trust and societal trust.

### [ECCM 404: Corporate Social Responsibility and Sustainability Marketing](#)

[Credits: 3](#)

Corporate Social Responsibility (CSR) has become a global phenomenon that makes use of innovative approaches for solving social, environmental and economic problems with the aim to increase the benefits for society in general, and for the stakeholders of organisations in particular. There are many

organisations that have not yet undertaken initiatives related to CSR. This is due to the lack of knowledge about this corporative “philosophy” and this course on CSR and sustainability marketing is positioned to fill this gap. This course conceptualizes CSR as covering issues like social marketing, corporate philanthropy, sustainable business practices, employee health and safety, employee training and remuneration, product quality, customer complaints/satisfaction, and charitable donations and activities. Students will write a CSR case study at the end of the course.

### [ECCM 406: Service Management and Recovery](#)

[Credits: 3](#)

Services are performances, deeds and acts, and whilst in product management we aim for zero defects, in services management we aim for zero defectives. Managing services can be a far more demanding organisational challenge compared to products because services are intangible, heterogeneous and perishable. Due to the heterogeneous nature of services, service failures sometimes occur and the capacity of organizations to skillfully manage these failure situations could always be the difference between lost businesses and satisfied clients. This course will focus on topics like service blueprinting, service recovery paradox, service empowerment and service boundary spanning roles.

### [PAHS 402: Health Services Marketing](#)

[Credits: 3](#)

The Health Services Marketing course introduces essential marketing management knowledge and skills to students who may end up working in either public or private sectors of the health services. It examines the contemporary perspective of marketing and its relevance to fulfilling the missions of health service organisations.

## **HUMAN RESOURCE MANAGEMENT OPTION**

**LEVEL 300**

**SEM 1**

### [UGBS 301: Quantitative Methods](#)

[Credits: 3](#)

Quantitative methods are mathematical and statistical techniques used by managers to justify the decisions they reach on the basis of logic and hard analysis. A manager can increase decisionmaking effectiveness by learning more about quantitative methodology and by a better understanding of its contribution to the decision-making process. The course takes the student through the fundamental steps in problem-solving: structuring the problem and analyzing it. Using data associated with the problem, students will develop mathematical expressions that describe objectives, constraints, and other relationships that characterize the problem. The areas covered in this course for the achievement of the course objectives are: Linear Programming, Financial Mathematics, Differential and Integral Calculus, Probability Theory and distribution, Estimation Theory and Hypothesis Testing, Sampling Theory, Regression Analysis, Time Series Analysis and Index Numbers.

### [UGBS 303: Computer Applications in Management](#)

[Credits: 3](#)

This course deals with the fundamentals of information systems in organizations. It will provide an introduction to the conceptual foundations underlying information systems technology, in particular computer-based information systems, with emphasis on its applications in business and organizations. For any organization to be effectively managed, it is necessary to provide management with valid information about the organization’s products and services, its resources and its environment. The information is provided through many activities and facilities, both internal and external to the organization. Most organizations now recognize that information is one of their most valuable resources and that computers and telecommunications technology are among their most powerful tools that assist in managing information.



### [MKTG 301: Principles of Marketing](#)

[Credits: 3](#)

This course is designed to teach the fundamental concepts and practice of modern marketing. The objective is to provide knowledge that will facilitate consumers' needs and wants identification and satisfaction while achieving organisational goals and ensuring society's well-being. Specific areas of concentration include environmental analysis, strategic planning, marketing information systems and decision-making, consumer analysis, product design, pricing, distribution, and promotion.

### [OHRM 303: Human Behaviour in Organisations](#)

[Credits: 3](#)

The most important aspects of organisations are the people: the men and women who make up management as well as the work force. The aim of this course is to provide a systematic understanding of organisational life as created by the human beings in the firm. Students will be encouraged to understand issues such as group dynamics, individual differences, values and perceptions, organisational politics as well as interpersonal interactions.

### [OHRM 305: Labour Law](#)

[Credits: 3](#)

This course is a focused examination of the labour law in Ghana, past, present, and future considerations. It presents students with a critical understanding of the labour laws and how organizations can ensure that they stay with the law.

### [FINC 301: Introduction to Business Finance](#)

[Credits: 3](#)

In this introductory finance course, students are exposed to the role of the financial manager. They study financial analysis including working capital management as a way of linking finance to accounting. They learn about the basic tools that the financial manager uses in detecting and eliminating potential corporate problems. They also learn about financial intermediaries. Topics will include The Finance Function; The Financial Environment; Financial Analysis and Planning; Working Capital Management and sources of Funds.

## **LEVEL 300**

## **SEM 2**

### [UGBS 302: Research Methods](#)

[Credits: 3](#)

The main aim of this course is to equip students with a variety of quantitative and qualitative methods for collecting and analyzing data for their Long Essays. Topics discussed include sampling techniques, proposal writing, designing questionnaire, ethical issues in research, pictorial representation of summaries from collected data, summary statistics, statistical inference (confidence intervals and hypothesis testing), simple regression and multiple regression. Students are also introduced to some non-parametric statistical tests.

### [OHRM 304: Introduction to Human Resource Management](#)

[Credits: 3](#)

This is an introductory course which exposes students to the preliminary principles of human resource management. The course covers the functional areas of human resource management, recruitment training, development, performance, compensation, resignations and retirement. It serves as a prerequisite for the other more advanced courses in HRM.

### [OMIS 302: Introduction to Production Management](#)

[Credits: 3](#)

The course focuses on the principles and practices related to production and service operations management. Topics covered include plant location, facility layout, capacity planning, production processes, work design, materials management, quality control, production control and associated analytical techniques.

### [MKTG 306: Fundamentals of Entrepreneurship](#)

[Credits: 3](#)

The main objective of the course is that students should be able to apply their entrepreneurial and innovative skills in creating and managing their enterprises/organisations. Motivated individual students should also be capable of creating their own ventures. To achieve this, students will be offered the opportunity to acquire knowledge and understand concepts pertinent to entrepreneurship viz innovation, competitiveness of companies, micro-macroeconomics and socioeconomic development process, common research areas in the general field of entrepreneurship, enterprise development and management.

### [FINC 302: Business Finance](#)

[Credits: 3](#)

In this course, students will learn about the time value of money, the relationship between risk and return, and how to use these concepts to evaluate projects. Students will also learn about financial markets, how securities are priced, capital structure and the relationship between leasing and buying. Topics will include: Time Value of Money; Valuation of securities; Risk and Return; Capital Investment Decisions; Financial Markets and Financing decisions; Capital Structure and Dividend Policy.

### [FINC 304: Managerial Economics](#)

[Credits: 3](#)

This course is designed to provide a solid foundation of economic understanding for use in managerial decision-making. The course will build on students' existing knowledge of microeconomic theory in using economics towards becoming more competent decision makers and managers. The course will also engender in participants knowledge of various frameworks for analyzing business decisions through the application of economic theory to business problems, thereby developing general principles that can be applied to business decision-making. Topics will include The Nature and Scope of Managerial Economics, Demand Analysis and Estimation, Production and Cost Analysis, Market Structure Analysis and Estimation, and Government Intervention in the Market Economy.

## **LEVEL 400**

## **SEM 1**

### [UGBS 401: Company Law](#)

[Credits: 3](#)

Organisations function within a specific legal environment, which seeks to regulate the compliances of the socio-economic aspirations of the country in which the firm is set up.

Company law therefore exposes students to the laws and statutes to which organisations must abide. It covers issues such as the source of the company law in Ghana, the purposes of incorporation, the types of companies under the companies' code and the regulation of internal matters such as meetings and resolutions.

### [FINC 407: Labour Economics](#)

[Credits: 3](#)

The aim of this course is to introduce Students to the mechanics of the labour market. Students will learn about how labour markets work – supply and demand, how individuals allocate time between work and leisure, and why firms hire. Students will also understand the implications of minimum wages on employment, the rationale for trade union organizations and how they work in Ghana, geographical mobility, wages and unemployment in Ghana and Africa. Empirical examples from studies on Ghana and Africa will be discussed. Topics include Labour Supply, Labour Demand, Labour Market Equilibrium, Compensating Wage Differentials, Human Capital, Wage Structure, Labour Mobility, Labour Market Discrimination, Labour Unions, Incentive Pay and Unemployment.

### [OHRM 404: Manpower Planning](#)

[Credits: 3](#)

This course is intended to expose students to the intersection of human Resource Management with Corporate Strategy. It seeks to bring the practice of people management into the thinking of top management because the success or failure of the enterprise is directly linked to key human resource

activities such as recruitment, training and compensation. This course will therefore deal with how to plan to have staffing at acceptable levels, with the right skills and mix and the appropriate strategies to maintain staff.

### [FINC 403: Bank Management](#)

[Credits: 3](#)

The course aims at exposing the student to the use of the principles of business finance in banking. With this in mind, students are expected to be thoroughly familiar with the material covered in *Introduction to Business Finance* and *Business Finance*. Banking theory is introduced with respect to bank assets, liability and liquidity management. Efforts will be made to draw heavily on practical examples around us. Topics will include: the Banking System, Bank operations, Asset/Liability Management, Bank Risks, Loan Portfolio and Credit Risk Management, Bank Costs, Bank Failures, Bank Valuation and Performance, Bank Strategic Planning and Bank Regulation.

### [FINC 405: Banking Operations](#)

[Credits: 3](#)

This course is meant to equip students with basic knowledge in banking operations. This will help students acquire practical understanding of basic banking operations in the current banking environment in Ghana and globally. In addition, it will provide students with the right analytical mind set on operational processes and process reviews and enhancement in the market, which is critical for any successful banking operations model in the fast changing banking operational setup. Topics include Introduction to Banking Operations, Account Opening Processes and Procedures and Know Your Customer (KYC) Principles and Management, Roles and Responsibilities of Customer Advisors, Counter Services Staff and Management, Processes, Procedures and Principles in Telling/Cashiering, Cash Management and Operations, Payment systems in Banking, Transaction Processing, Reconciliation and Suspense Accounts Management and Control, Product Development, Implementation and Pricing, and Ethics in Banking.

### [PAHS401: Public Finance](#)

[Credits: 3](#)

The purpose of this course is to provide students with the basic principles and practice of funding government expenditure in Ghana. The course examines the core issues in the economics of the public sector. Specific topics will include: the concept, nature and objectives of Public Finance; efficiency and resource allocation; government's role in public sector financial management; public goods, externalities and market/government failures; the constitution and public finance; public expenditure; budgeting, budget structures and budget reforms; public revenue; taxation; the role and influence of pressure groups and interest groups on the national budget; and debt Administration Managing Funds.

### [MKTG 403: Electronic Marketing Essentials](#)

[Credits: 3](#)

This course investigates all aspects of electronic marketing with a focus on its implementation through the Internet and the World Wide Web. Particular attention is paid to the use of the Internet to transform inter and intra-organisational transactions and processes, with a focus on marketing.

As such, topics such as electronic trade, electronic channelling, electronic sales, electronic distribution, electronic marketplaces and web communications are some of the topics covered in this course.

### [MKTG 405: Fundamentals of Social Marketing](#)

[Credits: 3](#)

The focus of this course is on community relations, public education and social marketing. Students explore, analyze and apply concepts such as community assessment and empowerment, visioning and educational principles and strategies. Students will also analyse the various components of the mass media, ownership and its effects on content. In addition, through shared experiences, group work and critiquing of actual social marketing educational and public relations programmes, students develop commendable capacity for social marketing application.

[UGBS 402: Business Policy](#)[Credits: 3](#)

This course deals with the whole area of strategy and strategic management. It develops the ability to examine the business environment, consider the threats and opportunities and how to come up with policies which will enable the business to survive, grow and expand. Key to this course is a consideration of how the business can formulate functional policies for each area of its operation.

[OHRM 402: Industrial Relations](#)[Credits: 3](#)

This course examines the contractual aspects of human resource management. It deals with the issue of union-management relations and considers the environment in which industrial relations takes place. It looks at the issue of strikes, collective bargaining and negotiations and presents the theories and traditions which have historically influenced labour relations: Marxist/ Radical theory, Pluralist and Unitary perspectives.

[PAHS 408: Public Personnel Administration](#)[Credits: 3](#)

This course explores the way public sector organisations procure, allocate and develop labour, and how the employee-employer relationship is established and maintained. Topics to be discussed include the nature and scope of human resource management; an evaluation of theory and practice of public sector human resource management; human resource management in the Ghanaian public sector, human resource planning in the public sector; recruitment and selection into the public service; compensation in the public sector; downsizing in the public sector; and collective bargaining in the public sector.

[MKTG 402: Tourism Marketing](#)[Credits: 3](#)

This programme builds upon a healthy knowledge in marketing and develops synergies between tourism, marketing and the management of tourism with a focus on the theoretical and vocational issues associated with this expanding international industry. Thus, the programme is international in outlook, and relies on close associations with major tourism stakeholders to forge an industry driven curriculum. Tourism Marketing provides the student with an understanding of the concepts and systems underlying marketing processes in tourism and equips him/her with the necessary analytical and research-based knowledge to contribute effectively towards the development and sustained profitability of the tourism sector.

[FINC 404: International Finance and Banking](#)[Credits: 3](#)

This course is a logical extension of the principles of the foundation in Corporate Finance or Financial Management. It builds on and extends the framework and basic principles provided by domestic corporate finance to account for those dimensions that are unique to decisions in a competitively dynamic global context. Coverage will extend to the use of financial analysis and reasoning in solving international financial management problems and in decision-making. The traditional areas of Working Capital Management, Capital Budgeting, Cost of Capital, and Financial Structure will be covered from the perspective of a Multinational or Transnational Enterprise. The focus will be on those decision variables that are rarely encountered by purely domestic enterprises. Specific topics include: Introduction to Multinational Financial Management, International Financial Markets, International Flow of Funds and Balance of Payment, Forecasting Exchange Rates, Measuring Exposure to Exchange Rate Fluctuations, Managing Transaction Exposure, Short-term asset and liability management and Financing International Trade, Long-Term Asset and Liability Management, International Banking, and Country Risk Analysis.

[MKTG 404: International Marketing](#)[Credits: 3](#)

The course focuses on techniques and strategies needed to apply the marketing concept in the world marketplace. It provides understanding of the global business environment. A country's cultural and

environmental impact on the marketing plan is emphasised. Thus, competing in international markets of varied economic, political and legal perspectives is considered. There is exposition on regional integration strategies and their impact on international marketing. Issues related to international products, pricing, distribution and communications are addressed. Additionally, negotiating with international customers and partners is given due attention for successful implementation of international marketing strategies.

#### [FINC 406: Financial Markets](#)

[Credits: 3](#)

This course aims to provide students with a basic understanding of financial markets and institutions. The course covers financial intermediation and innovations and key regulatory trends in both the Ghanaian financial market and international financial markets. Activities and characteristics of depository and non-depository institutions are covered. The course also considers the roles of the money and capital markets in the economy. Specific topics include: Financial Intermediation and Financial Innovation, the Role of Government in Financial Markets, Depository Institutions, Non-Depository Institutions, Determinants of Interest Rates, Organization and Structure of Markets, Market for Corporate Securities, Mortgage and Securitized Assets Markets, and Markets for Derivative Securities.

#### [FINC 408: Microfinance](#)

[Credits: 3](#)

The course deals with the importance of microcredit as a financial tool for development. It provides students with techniques and tools to improve financial services and the sustainability of microfinance institutions (MFI) by setting realistic interest rates and managing funding. The course also deals with lending methods: individual and group lending methodologies which place an emphasis on understanding the client, her/his financial needs and business cycles, streamlined procedures and detailed loan analysis for delinquency prevention. The course also focuses on the problems confronting the microfinance institutions and the impact of microfinance on clients' well-being. Specific topics include: Theories of Microfinance, Microfinance in Ghana, Supply of Microfinance, Demand for Microfinance, Microfinance Product Development, Microfinance and Financial Regulation, Microfinance Sustainability, Challenges in the Microfinance Sector and Rural Banking.

#### [ECCM 404: Corporate Social Responsibility and Sustainability Marketing](#)

[Credits: 3](#)

Corporate Social Responsibility (CSR) has become a global phenomenon that makes use of innovative approaches for solving social, environmental and economic problems with the aim to increase the benefits for society in general, and for the stakeholders of organisations in particular. There are many organisations that have not yet undertaken initiatives related to CSR. This is due to the lack of knowledge about this corporative "philosophy" and this course on CSR and sustainability marketing is positioned to fill this gap. This course conceptualizes CSR as covering issues like social marketing, corporate philanthropy, sustainable business practices, employee health and safety, employee training and remuneration, product quality, customer complaints/satisfaction, and charitable donations and activities. Students will write a CSR case study at the end of the course.

### ❖ DEPARTMENT OF OPERATIONS MANAGEMENT & MANAGEMENT INFORMATION SYSTEMS

**LEVEL 300**

**SEM 1**

#### [UGBS 301: Quantitative Methods](#)

[Credits: 3](#)

Quantitative methods are mathematical and statistical techniques used by managers to justify the decisions they reach on the basis of logic and hard analysis. A manager can increase decision making effectiveness by learning more about quantitative methodology and by a better understanding of its contribution to the decision-making process. The course takes the students through the fundamental steps in problem-solving: structuring the problem and then analysing it.

Using data associated with the problem, students will develop mathematical expressions that describe the objectives, constraints and other relationships that characterize the problem. The areas covered in this course for the achievement of the course objectives are linear programming, financial mathematics, differential and integral calculus, probability theory and distributions, estimation theory and hypothesis testing, sampling theory, regression analysis, time series analysis and index numbers.

### [UGBS 303: Computer Applications in Management](#)

[Credits: 3](#)

This course deals with the fundamentals of information systems in organizations. It will provide an introduction to the conceptual foundations underlying information systems technology, in particular computer-based information systems, with emphasis on its applications in business and organizations. For any organization to be effectively managed, it is necessary to provide management with valid information about the organization's products and services, its resources and its environment. The information is provided through many activities and facilities, both internal and external to the organization. Most organizations now recognize that information is one of their most valuable resources and that computers and telecommunications technology are among their most powerful tools that assist in managing information.

**LEVEL 300**

**SEM 2**

### [OMIS 302: Introduction to Production Management](#)

[Credits: 3](#)

The course focuses on the principles and practices related to production and service operations management. Topics covered include plant location, facility layout, capacity planning, production processes, work design, materials management, quality control, production control and associated analytical techniques.

### [UGBS 302: Research Methods](#)

[Credits: 3](#)

The main aim of this course is to equip students with a variety of quantitative and qualitative methods for collecting and analyzing data for their Long Essays. Topics discussed include sampling techniques, proposal writing, designing questionnaire, ethical issues in research, pictorial representation of summaries from collected data, summary statistics, statistical inference (confidence intervals and hypothesis testing), simple regression and multiple regressions. Students are also introduced to some non-parametric statistical tests

## **❖ DEPARTMENT OF PUBLIC ADMINISTRATION AND HEALTH SERVICES MANAGEMENT**

**LEVEL 300**

**SEM 1**

### [UGBS 301: Quantitative Methods](#)

[Credits: 3](#)

Quantitative methods are mathematical and statistical techniques used by managers to justify the decisions they reach on the basis of logic and hard analysis. A manager can increase decision making effectiveness by learning more about quantitative methodology and by a better understanding of its contribution to the decision-making process. The course takes the students through the fundamental steps in problem-solving: structuring the problem and then analysing it.

Using data associated with the problem, students will develop mathematical expressions that describe the objectives, constraints and other relationships that characterize the problem. The areas covered in this course for the achievement of the course objectives are linear programming, financial mathematics, differential and integral calculus, probability theory and distributions, estimation theory and hypothesis testing, sampling theory, regression analysis, time series analysis and index numbers.



### UGBS 303: Computer Applications in Management

Credits: 3

This course deals with the fundamentals of information systems in organizations. It will provide an introduction to the conceptual foundations underlying information systems technology, in particular computer-based information systems, with emphasis on its applications in business and organizations. For any organization to be effectively managed, it is necessary to provide management with valid information about the organization's products and services, its resources and its environment. The information is provided through many activities and facilities, both internal and external to the organization. Most organizations now recognize that information is one of their most valuable resources and that computers and telecommunications technology are among their most powerful tools that assist in managing information.

### OHRM 303: Human Behaviour in Organisations

Credits: 3

The most important aspects of organisations are the people: the men and women who make up management as well as the work force. The aim of this course is to provide a systematic understanding of organisational life as created by the human beings in the firm. Students will be encouraged to understand issues such as group dynamics, individual differences, values and perceptions, organisational politics as well as interpersonal interactions.

### PAHS 303: Health Services Management

Credits: 3

The course provides aspiring health service management professionals with the necessary conceptual framework and analytical tools for managing health systems/institutions and programmes. It introduces the major management theories and their applications to health systems.

### PAHS 309: Health and Safety in Organisations

Credits: 3

This course introduces future managers to health and safety practices in organizations. It touches on issues regarding duties and responsibilities of employers and employees on safety practices in organisations. Topics to be covered include industrial layout, hazard protection, accidents and emergencies in work environments, reporting systems of injuries and health implications of business activities. At the end of the course, participants are expected to gain the rudiments of ensuring safe and healthy work environments.

### PAHS 301: Political Setting of Public Administration

Credits: 3

This course seeks to introduce students to basic concepts and terminologies in administration and politics, and to familiarise students with the political context of administration in Ghana. Specific topics to be covered include the nature and scope of administration and politics; the politics administration dichotomy; the Political System - System Perspective on the Political Process; organizations as political systems; power, authority and morality; government and administration in Ghana; administrative responsibility and accountability; and contemporary issues in the politics administration dichotomy in Ghana.

### PAHS 305: Management of NGOs

Credits: 3

The course seeks to equip students with an overview of the techniques for the successful functioning and management of NGOs within the global arena. The course examines topics like the context of NGO management; the concept of NGOs and their role in development; constitutive elements of NGOs; theories on the rise of NGO work; organizational structure and performance of NGOs; strategic management of NGOs; ethics and leadership in NGOs; NGOs and the law; auditing and evaluation of NGOs; community entry and engagement strategies; creating NGOs; raising funds; and the marketing of NGOs.

[UGBS 304: Research Methods](#)[Credits: 3](#)[PAHS 302: Contemporary Issues in Public Health](#)[Credits: 3](#)

The course introduces students to the concepts and theories of new public health and their interrelationships. It provides students with the framework for understanding the essential variables that promote public health. The course encompasses basic principles, theories and emerging issues in public health, community health and health promotion. Participants, after the course, must demonstrate satisfactory understanding of practical skills in planning and managing community health programmes

[PAHS 306: Health Statistics and Information](#)[Credits: 3](#)

This course measures the concept called health. It familiarises students with health indicators, ways of gathering, analysing and evaluating health data and information. The course introduces students to health statistical terminologies and statistical methods of health management. The emphasis is on the uses and applicability of health statistics and information for improving and managing health.

[MKTG 306: Fundamentals of Entrepreneurship](#)[Credits: 3](#)

The main objective of the course is that students should be able to apply their entrepreneurial and innovative skills in creating and managing their enterprises/organisations. Motivated individual students should also be capable of creating their own ventures. To achieve this, students will be offered the opportunity to acquire knowledge and understand concepts pertinent to entrepreneurship viz innovation, competitiveness of companies, micro-macroeconomics and socioeconomic development process, common research areas in the general field of entrepreneurship, enterprise development and management.

[PAHS 316: Socio-Cultural Dimensions of Health](#)[Credits: 3](#)

The purpose of this course is to help students understand health from a cross-cultural perspective. It is to give students an insight into the spread of globalization and its related multi-complex linkages in the spheres of environmental, economic, political, technological and social changes and their effect on health. Topics include culture and health, issues in global health, inequalities in global health systems, changing determinants of health and key players in global health governance. It is expected that at the end of this course, students will be able to demonstrate how the global environmental and economic changes invariably impinge on health and healthcare delivery, and how socio-cultural changes in life style affect the health of a population.

[PAHS 304: Local Government Administration](#)[Credits: 3](#)

The objective of this course is to provide the student with an understanding of the role and functions as well as the management of local government in a modern state. Specific topics to be treated include the history and development of local government in Ghana; local government reforms; the relationship between central and local government; community participation in local governance; the institutional and regulatory framework of local governance in Ghana; contemporary issues in local government finance; capacity issues in local government administration; traditional authorities and their administration and the politics of local government.

[ACCT 304: Auditing](#)[Credits: 3](#)

The course covers an elementary knowledge of auditing, examining the basics of auditing, kinds of audit, audit engagement and the various procedures in auditing including quality control, analytical review and the concept of truth and fairness in auditing. It examines the modern systems concept of auditing through systems examination in the form of internal control analysis and evaluation and the practical application

of such internal controls. Audit management in terms of its objectives and planning and the various quality control procedures are also examined, as well as audit report writing.

### [OHRM 304: Introduction to Human Resource Management](#)

[Credits: 3](#)

This is an introductory course which exposes students to the preliminary principles of human resource management. The course covers the functional areas of human resource management, recruitment training, development, performance, compensation, resignations and retirement. It serves as a prerequisite for the other more advanced courses in HRM.

## **LEVEL 400**

## **SEM 1**

### [PAHS 403: Health Planning](#)

[Credits: 3](#)

This course is concerned with providing students and managers of health systems with an understanding of the conceptual framework and skills in health planning and how these can be applied to health systems of developing countries. Developing countries are witnessing accelerated interest in the application of modern management methods to health services, systematic appraisal of health care systems and their components and rational planning to allocate scarce health resources efficiently according to accepted priorities

### [PAHS 405: Comparative Health Systems](#)

[Credits: 3](#)

This course will provide an overview of the health care systems in different countries of the world. It will examine the prevailing health care systems regarding planning, organisation, financing, delivery, utilisation, control and the relative roles government and private sectors play.

### [PAHS 421: Healthcare Financing](#)

[Credits: 3](#)

This course introduces students to the basic techniques that can be employed to enhance sustainable financing of healthcare organisations. Topics to be covered include principles of healthcare accounting, budget management, revenue generation and cash management and other perspectives on health financing.

### [PAHS 407: Purchasing and Materials Management](#)

[Credits: 3](#)

This course will provide an overview of the health care systems in different countries of the world. Specifically, the course will examine the prevailing health care systems in developed and developing countries, as well as developed health care systems regarding planning, organisation, financing, delivery, utilisation, control and the relative roles government and private sectors play.

### [PAHS 423: Principles of Healthcare Quality Assurance](#)

[Credits: 3](#)

This module is designed to introduce students to the various approaches that can be taken to achieve service excellence in healthcare organisations. The topics to be covered are components of service quality, promoting teamwork, the role of quality assurance teams, satisfaction surveys and employee training.

### [PAHS 411: Environmental Management](#)

[Credits: 3](#)

Environmental Management is a complex task - one that requires a new generation of managers who are equipped with both traditional business skills and training specific to the environmental challenges that most businesses face. The Environmental Management course is designed to provide students with such training and to offer constructive entrepreneurial approaches to environmental and natural resource issues. The course applies functional management skills to environmental concerns such as clean air, clean water, solid and hazardous waste generation and disposal, and endangered species protection.

**[UGBS 402: Business Policy](#)****[Credits: 3](#)**

This course deals with the whole area of strategy and strategic management. It develops the ability to examine the business environment, consider the threats and opportunities and how to come up with policies which will enable the business to survive, grow and expand. Key to this course is a consideration of how the business can formulate functional policies for each area of its operation.

**[PAHS 402: Health Services Marketing](#)****[Credits: 3](#)**

The Health Services Marketing course introduces essential marketing management knowledge and skills to students who may end up working in either public or private sectors of the health services. It examines the contemporary perspective of marketing and its relevance to fulfilling the missions of health service organisations.

**[PAHS 404: Applications of Epidemiology](#)****[Credits: 3](#)**

This is an introductory course in epidemiology. Students will learn basic concepts in epidemiology and their application to health care delivery in Ghana. Topics covered will include: Introduction to Epidemiology, Principles of Epidemiology, Epidemiological Methods and Community Diagnosis, Disease Control and Prevention and Communicable Disease Transmission.

**[PAHS 406: Health Law](#)****[Credits: 3](#)**

This course is designed to assist students to appreciate the historical development of health institutions and legislation in Ghana. The course content includes the examination and analysis of health legislation, hospital institutions (definition and classification), boards and personnel of health institutions and mental health institutions.

**[ACCT 402: Public Sector Accounting](#)****[Credits: 3](#)**

In this course, students are introduced to the public sector (governmental) aspect of accounting, both at the central and local levels. The course focuses on the public sector environments, how they are managed using budgeting, budgetary accounting, budgetary reporting, their financial reporting, auditing and the measurement of their performance. It also evaluates the activities of NGOs. Discussions of the key topics centre on the theoretical developments in the sectors, including empirical evidence, emphasizing public-private relationships.

**[PAHS 418: Foundations of Health Promotion](#)****[Credits: 3](#)**

The purpose of this course is to expose future managers of health institutions to contemporary trends in the global health agenda, thereby preparing them to reorient health services with the purpose of inculcating health promotion principles in the day-to-day administration of health care institutions. Participants in this course will be introduced to theories in health promotion and equipped with skills that are necessary to help shape health services towards a new public health orientation. After the course, the student should demonstrate skills in planning, conducting, analysing and reporting on a health promotion investigation.

**[OHRM 404: Manpower Planning](#)****[Credits: 3](#)**

This course is intended to expose students to the intersection of human Resource Management with Corporate Strategy. It seeks to bring the practice of people management into the thinking of top management because the success or failure of the enterprise is directly linked to key human resource activities such as recruitment, training and compensation. This course will therefore deal with how to plan

to have staffing at acceptable levels, with the right skills and mix and the appropriate strategies to maintain staff.

### [FINC 458: Health Insurance](#)

[Credits: 3](#)

The objective of this course is to introduce students to the operations and management of social health insurance schemes in Ghana. The course covers principles of health insurance, individual and group premiums, claim management, cost containment, management of reserves and the challenges confronting social health insurance schemes in Ghana.

### [PAHS 414: Introduction to Ethics in Administration](#)

[Credits: 3](#)

This course addresses the moral challenges facing leaders in public and non-governmental organisations. It examines values and virtues important to sustained ethical leadership, as well as strategies to build strong institutional cultures and support ethical practices in institutions. It also considers moral and political theory by focusing on contemporary cases and issues. Students learn how to identify moral issues in public life and public management. There is a special focus on the integration of moral concerns into public discussion in a manner that contributes to good policy and does not polarise issues.

## **PUBLIC ADMINISTRATION OPTION**

### **LEVEL 300**

### **SEM 1**

### [UGBS 301: Quantitative Methods](#)

[Credits: 3](#)

Quantitative methods are mathematical and statistical techniques used by managers to justify the decisions they reach on the basis of logic and hard analysis. A manager can increase decision making effectiveness by learning more about quantitative methodology and by a better understanding of its contribution to the decision-making process. The course takes the students through the fundamental steps in problem-solving: structuring the problem and then analyzing it.

Using data associated with the problem, students will develop mathematical expressions that describe the objectives, constraints and other relationships that characterize the problem. The areas covered in this course for the achievement of the course objectives are linear programming, financial mathematics, differential and integral calculus, probability theory and distributions, estimation theory and hypothesis testing, sampling theory, regression analysis, time series analysis and index numbers.

### [UGBS 303: Computer Applications in Management](#)

[Credits: 3](#)

This course deals with the fundamentals of information systems in organizations. It will provide an introduction to the conceptual foundations underlying information systems technology, in particular computer-based information systems, with emphasis on its applications in business and organizations. For any organization to be effectively managed, it is necessary to provide management with valid information about the organization's products and services, its resources and its environment. The information is provided through many activities and facilities, both internal and external to the organization. Most organizations now recognize that information is one of their most valuable resources and that computers and telecommunications technology are among their most powerful tools that assist in managing information.

### [PAHS 301: Political Setting of Public Administration](#)

[Credits: 3](#)

This course seeks to introduce students to basic concepts and terminologies in administration and politics, and to familiarise students with the political context of administration in Ghana. Specific topics to be covered include the nature and scope of administration and politics; the politics administration dichotomy; the Political System - System Perspective on the Political Process; organizations as political

systems; power, authority and morality; government and administration in Ghana; administrative responsibility and accountability; and contemporary issues in the politics administration dichotomy in Ghana.

### [PAHS 305: Management of NGOs](#)

[Credits: 3](#)

The course seeks to equip students with an overview of the techniques for the successful functioning and management of NGOs within the global arena. The course examines topics like the context of NGO management; the concept of NGOs and their role in development; constitutive elements of NGOs; theories on the rise of NGO work; organizational structure and performance of NGOs; strategic management of NGOs; ethics and leadership in NGOs; NGOs and the law; auditing and evaluation of NGOs; community entry and engagement strategies; creating NGOs; raising funds; and the marketing of NGOs.

### [PAHS 307: Constitutional Law](#)

[Credits: 3](#)

This course aims to enhance students' appreciation of the constitution and its relevance for democracy, good governance and public administration. Specific topics to be treated include the basis and sources of laws in Ghana; Ghanaian constitutions and constitutional rule in Ghana; the legal framework for upholding and enforcing the constitution; legal implications of the constitution on governance; constitutional reforms and the principles and applications of constitutional law.

### [PAHS 303: Health Services Management](#)

[Credits: 3](#)

The course provides aspiring health service management professionals with the necessary conceptual framework and analytical tools for managing health systems/institutions and programmes. It introduces the major management theories and their applications to health systems.

### [MKTG 301: Principles of Marketing](#)

[Credits: 3](#)

This course is designed to teach the fundamental concepts and practice of modern marketing. The objective is to provide knowledge that will facilitate consumers' needs and wants identification and satisfaction while achieving organisational goals and ensuring society's well-being. Specific areas of concentration include environmental analysis, strategic planning, marketing information systems and decision-making, consumer analysis, product design, pricing, distribution, and promotion.

**LEVEL 300**

**SEM 2**

### [UGBS 302: Research Methods](#)

[Credits: 3](#)

The main aim of this course is to equip students with a variety of quantitative and qualitative methods for collecting and analyzing data for their Long Essays. Topics discussed include sampling techniques, proposal writing, designing questionnaire, ethical issues in research, pictorial representation of summaries from collected data, summary statistics, statistical inference (confidence intervals and hypothesis testing), simple regression and multiple regressions. Students are also introduced to some non-parametric statistical tests.

### [PAHS 304: Local Government Administration](#)

[Credits: 3](#)

The objective of this course is to provide the student with an understanding of the role and functions as well as the management of local government in a modern state. Specific topics to be treated include the history and development of local government in Ghana; local government reforms; the relationship between central and local government; community participation in local governance; the institutional and regulatory framework of local governance in Ghana; contemporary issues in local government finance; capacity issues in local government administration; traditional authorities and their administration and the politics of local government.



### [PAHS 308: Democracy and Policy Making](#)

[Credits: 3](#)

The course seeks to help students understand the process by which public policy is created and implemented at all levels of government in Ghana. It examines the political and social context that shapes the practice of public administration and public policy making, as well as the normative issues that public administrators face as they seek to make effective decisions. Areas to be covered include fundamental issues in public administration; citizenship and national identity; norms that govern practice, such as efficiency, effectiveness, representation, participation, accountability, transparency and sovereignty; the rapid mobilization of social groups; the spread of pluralistic political systems; the policymaking process, democracy and democratization; models of democracy; contemporary issues in democracy in Ghana; public administration –democracy synergy; and public policymaking in democratic states.

### [PAHS 312: Export Administration](#)

[Credits: 3](#)

This course examines the theory and practice of export administration and management. Specifically, this course examines the nature and scope of the Ghanaian export sector; institutional and regulatory framework of export in Ghana; patterns in the evolution and development of export policy; trade liberalization and Ghanaian exports; export promotion and financing, traditional and non-traditional export management and pressure groups in export management.

### [PAHS 318: Public Administration](#)

[Credits: 3](#)

The purpose of this course is to offer an introduction to the systems of public administration in selected nation states of today. Specific topics to be treated include public administration in developing countries; rationale; the context and concept of public administration; models for analysing public administration systems; and lessons from comparative public administration analyses.

### [MKTG 306: Fundamentals of Entrepreneurship](#)

[Credits: 3](#)

The main objective of the course is that students should be able to apply their entrepreneurial and innovative skills in creating and managing their enterprises/organizations. Motivated individual students should also be capable of creating their own ventures. To achieve this, students will be offered the opportunity to acquire knowledge and understand concepts pertinent to entrepreneurship viz innovation, competitiveness of companies, micro-macroeconomics and socioeconomic development process, common research areas in the general field of entrepreneurship, enterprise development and management.

### [PAHS 316: Socio-Cultural Dimensions of Health](#)

[Credits: 3](#)

The purpose of this course is to help students understand health from a cross-cultural perspective. It is to give students an insight into the spread of globalization and its related multi-complex linkages in the spheres of environmental, economic, political, technological and social changes and their effect on health. Topics include culture and health, issues in global health, inequalities in global health systems, changing determinants of health and key players in global health governance. It is expected that at the end of this course, students will be able to demonstrate how the global environmental and economic changes invariably impinge on health and healthcare delivery, and how socio-cultural changes in life style affect the health of a population.

**LEVEL 400**

**SEM 1**

### [PAHS 401: Public Finance](#)

[Credits: 3](#)

The purpose of this course is to provide students with the basic principles and practice of funding government expenditure in Ghana. The course examines the core issues in the economics of the public sector. Specific topics will include: the concept, nature and objectives of Public Finance; efficiency and

resource allocation; government's role in public sector financial management; public goods, externalities and market/government failures; the constitution and public finance; public expenditure; budgeting, budget structures and budget reforms; public revenue; taxation; the role and influence of pressure groups and interest groups on the national budget; and debt Administration Managing Funds.

### [PAHS 409: Public Sector Management](#)

[Credits: 3](#)

### [PAHS 413: Development Administration](#)

[Credits: 3](#)

The course provides the student the theoretical and practical analysis of the administration of development initiatives and the development of the institutional framework for development and nation building. The course examines the interrelationship between change and modernisation; the concept and drivers of development; development planning; the forces of change and development; the need for change agents; components and causal patterns of social change; the process, conditions of economic development; major strategies of development; the dynamics of political development in terms of the functions of the political system; determinants and processes of political development; interdependencies and interactions of development factors; and sociocultural transformation.

### [PAHS 411: Environmental Management](#)

[Credits: 3](#)

This course aims to create awareness and empower students with both traditional business skills and training specific to the environmental challenges that most businesses face. It also aims at guiding students to more sustainable ways of using the environment as an aesthetic, business and communal resource. The course examines topics like the nature, scope and forms of the environment; definition, concept and constraints of environmental management; hazardous waste generation and disposal; endangered species protection; environmental management systems; business-environment relationships; the environment and sustainable development; environmental protection policy and agencies; ecotourism; the impact of globalisation on the environment; and the role of the private sector, multinational corporations and NGOs in environmental management.

### [PAHS 427: Administrative Law](#)

[Credits: 3](#)

This course seeks to empower students with the legal issues involved in managing public sector organizations. Specific topics to be covered include the nature, limits and scope of administrative law; sources of law in Ghana; institutional framework of administrative law in Ghana; the legislative framework of administrative law in Ghana; principles of administrative law and natural justice; the prerogative writs; and alternative dispute resolutions.

### [PAHS 419: Introduction to Tourism Planning and Management](#)

[Credits: 3](#)

This course is intended to introduce students to the tools, institutions, analytical techniques, financing instruments, and policy issues relevant in today's environment where increased responsibilities are being passed on to sub-national governments, and where local officials and their constituents clamour for increased control over their own economic destiny. Issues to be discussed include conceptual framework of local economic development; tourism planning and management; sustainable tourism; forms and types of local economic development; the increasingly limited local economic resources; LED policy; financing local economic development policy; innovation and entrepreneurship; and community participation in LED.

[UGBS 402: Business Policy](#)[Credits: 3](#)

This course deals with the whole area of strategy and strategic management. It develops the ability to examine the business environment, consider the threats and opportunities and how to come up with policies which will enable the business to survive, grow and expand. Key to this course is a consideration of how the business can formulate functional policies for each area of its operation.

[PAHS 408: Public Personnel Administration](#)[Credits: 3](#)

This course explores the way public sector organisations procure, allocate and develop labour, and how the employee-employer relationship is established and maintained. Topics to be discussed include the nature and scope of human resource management; an evaluation of theory and practice of public sector human resource management; human resource management in the Ghanaian public sector, human resource planning in the public sector; recruitment and selection into the public service; compensation in the public sector; downsizing in the public sector; and collective bargaining in the public sector.

[PAHS 414: Introduction to Ethics in Administration](#)[Credits: 3](#)

This course addresses the moral challenges facing leaders in public and non-governmental organisations. It examines values and virtues important to sustained ethical leadership, as well as strategies to build strong institutional cultures and support ethical practices in institutions. It also considers moral and political theory by focusing on contemporary cases and issues. Students learn how to identify moral issues in public life and public management. There is a special focus on the integration of moral concerns into public discussion in a manner that contributes to good policy and does not polarise issues.

[ACCT 402: Public Sector Accounting](#)[Credits: 3](#)

In this course, students are introduced to the public sector (governmental) aspect of accounting, both at the central and local levels. The course focuses on the public sector environments, how they are managed using budgeting, budgetary accounting, budgetary reporting, their financial reporting, auditing and the measurement of their performance. It also evaluates the activities of NGOs. Discussions of the key topics centre on the theoretical developments in the sectors, including empirical evidence, emphasizing public-private relationships.

[OHRM 402: Industrial Relations](#)[Credits: 3](#)

This course examines the contractual aspects of human resource management. It deals with the issue of union-management relations and considers the environment in which industrial relations takes place. It looks at the issue of strikes, collective bargaining and negotiations and presents the theories and traditions which have historically influenced labour relations: Marxist/ Radical theory, Pluralist and Unitary perspectives.

[PAHS 416: Metropolitan/Municipal Administration](#)[Credits: 3](#)

The purpose of the course is to introduce major issues in urban politics and related trends and problems in urban administration. The course is organised as a seminar and will cover themes like urbanization; the concept of urban administration; the history and evolution of urban administration; administering urban development in the 21st Century; legal and institutional framework for urban administration; stakeholders in urban administration; community participation; and the local government-urban administration interface

[PAHS 418: Foundations of Health Promotion](#)

[Credits: 3](#)

The purpose of this course is to expose future managers of health institutions to contemporary trends in the global health agenda, thereby preparing them to reorient health services with the purpose of inculcating health promotion principles in the day-to-day administration of health care institutions. Participants in this course will be introduced to theories in health promotion and equipped with skills that are necessary to help shape health services towards a new public health orientation. After the course, the student should demonstrate skills in planning, conducting, analysing and reporting on a health promotion investigation.