

## Business Administration (F000845)

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

**Credits 4.0**

**Study time 120 h**

**Course offerings and teaching methods in academic year 2024-2025**

A (semester 2)

Dutch

Gent

independent work  
lecture

**Lecturers in academic year 2024-2025**

Knockaert, Mirjam

EB23

lecturer-in-charge

Desmidt, Sebastian

EB23

co-lecturer

**Offered in the following programmes in 2024-2025**

	<b>crdts</b>	<b>offering</b>
Bachelor of Science in Business Economics	4	A
Bachelor of Science in Business Engineering	4	A
Bachelor of Science in Economics	4	A
Bachelor of Science in Political Science	4	A
Bachelor of Science in Sociology	4	A
Bachelor of Science in Economics, Business Economics and Business Engineering (Joint Section)	4	A
Master of Science in Teaching in Science and Technology(main subject Chemistry)	4	A
Master of Science in Teaching in Social Sciences(main subject Communication Science)	4	A
Master of Science in Chemistry(main subject (Bio)Organic and Polymer Chemistry)	4	A
Master of Science in Chemistry(main subject Analytical and Environmental Chemistry)	4	A
Master of Arts in Oriental Languages and Cultures(main subject China)	4	A
Master of Science in Communication Science(main subject Communication Management)	4	A
Master of Science in Electromechanical Engineering(main subject Control Engineering and Automation)	4	A
Master of Science in Electromechanical Engineering(main subject Electrical Power Engineering)	4	A
Master of Arts in Oriental Languages and Cultures(main subject India)	4	A
Master of Arts in Oriental Languages and Cultures(main subject Japan)	4	A
Master of Science in Electromechanical Engineering(main subject Maritime Engineering)	4	A
Master of Science in Chemistry(main subject Materials and Nano Chemistry)	4	A
Master of Science in Electromechanical Engineering(main subject Mechanical Construction)	4	A
Master of Science in Electromechanical Engineering(main subject Mechanical Energy Engineering)	4	A
Master of Arts in Oriental Languages and Cultures(main subject Middle East Studies)	4	A
Master of Science in Biochemistry and Biotechnology	4	A
Master of Science in Computer Science	4	A
Master of Science in Geology	4	A
Master of Science in Physics and Astronomy	4	A
Micro-credential Business Administration	4	A
Micro-credential Economics and Business Administration	4	A
Micro-credential Labour, Employment and Business Administration	4	A
Postgraduate Programme in Innovation and Entrepreneurship in Engineering – Advanced	4	A
Postgraduate Programme in Innovation and Entrepreneurship in Engineering – Foundations	4	A

**Teaching languages**

Dutch

**Keywords**

Management, sustainable business

**Position of the course**

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

**Contents**

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

**Initial competences**

None.

**Final competences**

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

**Conditions for credit contract**

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

**Conditions for exam contract**

Access to this course unit via an exam contract is unrestricted

**Teaching methods**

Lecture, Independent work

**Extra information on the teaching methods**

Lectures, supported by audio-visual material.

**Study material**

Type: Handbook

Name: Bedrijfskunde

Indicative price: € 35

Optional: no

Language : Dutch

### References

A. Heene and K. Van Laere (2004). Bedrijfskunde. Gent, Academia Press.

S. Robbins & M. Coulter (2015). Management (12th edition). Amsterdam

### Course content-related study coaching

Students get support through the electronic learning platform. Copies of the powerpoint slides used during the lectures can be downloaded and discussion opportunities are offered using the "forum" facilities of the platform.

### Assessment moments

end-of-term assessment

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

Written assessment with multiple-choice questions, Written assessment with open-ended questions

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

Written assessment with multiple-choice questions, Written assessment with open-ended questions

### Examination methods in case of permanent assessment

### Possibilities of retake in case of permanent assessment

not applicable

### Extra information on the examination methods

Written examination. During the examination the student has to demonstrate its knowledge and insights in the study material.

The exam is 'closed book'.

### Calculation of the examination mark

End-of-Term evaluation (100%)