

## Introduction Business Administration and Management (F710218)

**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 2025-2026**

A (semester 1)

Dutch

Gent

independent work  
lecture

**Lecturers in academic year 2025-2026**

Desmidt, Sebastian

EB23

lecturer-in-charge

**Offered in the following programmes in 2025-2026**

[Bachelor of Science in Business Administration](#)

**crdts**

**offering**

4

A

[Preparatory Course Master of Science in Business Administration](#)

4

A

**Teaching languages**

Dutch

**Keywords**

Business administration, planning, organizing, leadership, control, management, entrepreneurship, sustainable business

**Position of the course**

The goal of management lies in the formulation and realization of organizational goals in often complex and dynamic environments. In order to understand how organizations can realize this ambition, students need to gain insights on the building blocks of organizations, the different functions within an organization, how these functions need to interact to generate (economic value) and how these interaction processes can be organized and managed. Hence, the course "Introduction to business administration and management" aims at providing students an overview of the academic study domains of business administration and management, and the academic foundations supporting these research fields. However, students will not only gain insight in the core elements of management, the functional management domains, essential management skills and the competences necessary to manage an organization but will also be challenged to use these insights to reflect critically on specific management issues.

**Contents**

**Part I: Introduction**

1.1 Introduction to management and organisations

1.2 The changing world of a manager

**Part II: The playfield of a manager**

2.1 The playfield of a manager

2.2 Corporate social responsibility and ethics.

**Part III: Flexibility**

3.1 Innovation / change / entrepreneurship

3.2 Decision making

3.3 Planning

**Part IV: Investing in results**

4.1 Strategic management

4.2 Organisational structure

**Deel V: Managing for results**

5.1 Organizational behavior

5.2 Leadership

## **Deel VI: Management control**

6.1 Proces management

6.2 Quality control

### **Initial competences**

None

### **Final competences**

- 1 To know the core elements of the various functional domains within business administration.
- 2 To understand the relation between the various domains of business administration and their importance for organizational success.
- 3 To grasp an organization's relationship with its external environment and its consequences for the management of organizations.
- 4 To grasp the social responsibilities of organizations.
- 5 To understand the importance of innovation and entrepreneurship.
- 6 To be able to explain entrepreneurship theoretically.
- 7 To grasp the essential concepts of management and management theory.
- 8 To have insight in the management proces and its process elements.
- 9 To have insight in the essential management skills.
- 10 To be able to use knowledge on management theory and management concepts to analyze cases.

### **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

### **Study material**

Type: Handbook

Name: Management, 14e editie

Indicative price: € 75

Optional: no

Language : Dutch

Author : Stephen P. Robbins and Mary Coulter

ISBN : 978-9-04303-698-6

Number of Pages : 560

Online Available : Yes

Available in the Library : No

Available through Student Association : Yes

Usability and Lifetime within the Course Unit : intensive

Usability and Lifetime within the Study Programme : one-time

Usability and Lifetime after the Study Programme : not

### **References**

Schermerhorn, J., Introduction to management. 2013. Wiley, p. 624

Robbins, S. en Coulter, M., Management, 12e. 2015. Pearson Education, p. 560

### **Course content-related study coaching**

Students are mainly supported by internet applications. They offer the opportunity to download extra texts, additional examples and transparencies used during the lectures. The instructor is also available for any additional course support, both by email and by appointment.

### **Assessment moments**

end-of-term assessment

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

Written assessment

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

Written assessment

**Examination methods in case of permanent assessment**

**Possibilities of retake in case of permanent assessment**

not applicable

**Calculation of the examination mark**