

COURSE DESCRIPTIONS FOR THE SCHOOL OF BUSINESS COMPUTING AND CONTEMPORARY MANAGEMENT

Course Objective and Content

The School of Business Computing and Contemporary Management demands the extensive and intensive use of Field examples, Cases and Tutorials alongside Lecture, Design and Internship hours in each course material delivery must be geared towards building the contemporary, professional business student. Close attention must be paid in corporate visualizations in the classroom and practical examples. A rich combination of principles, theories, substantiations and exemplifications should be adopted and maintained throughout lectures. The professional and practical orientation of courses must not be diluted or abandoned at no cost.

GS 201: Use of English I (2 units)

Listening and writing abilities through examples from articles and illustrations from a variety of literatures, and from writing assignments. Use of English for technical purposes such as preparation of reports, project proposals, professional oral presentation, etc. Preparation of applications, resumes and executive summaries. Technical vocabulary and referencing systems. Business communication techniques, speech drilling.

GS 221: Use of English II (2 units)

In-depth technical reports with overviews of articles of technical topics for the general public. Practical report writing elements of speech writing and management communication statements. Use of library resources: library classification systems, authors and subject indices, searching for specific information. Sections of a library (general circulation, reserved book room, serials, audiovisuals etc). Use of computer and internet in research.

GS 202: Use of French I (2 Units)

Students will learn to develop skills in listening, speaking, reading and writing, with a special emphasis on reading and speaking. Development of listening and writing abilities through examples brought from articles taken from a variety of literatures and from writing assignments. They will learn how to develop basic business tools and utensils like –resumes, applications for a job, interviews, conversations, report writing, official correspondences, and business conversations. French cuteness and verb matching.

GS 222: Use of French II (2 Units)

This is a sequel to Use of French I. While all four language skills are still emphasized, students will be introduced to cases and examples which have complex structure and higher level of difficulty. Advanced training in French conversation is recommended.

ECONS 201: Principles of Microeconomics 3 Units

Definition to Economics in Relation to needs, wants, Scarce Means, Opportunity Cost: Inductive and Deductive Reasoning, Microenvironment, Domestic Operations, Economic Systems, factors of Production, Factor Inputs and Optimization, Cost and Revenue in Average, Marginal and Total Frameworks, Demand and Supply, Consumption and Indifference Curves, Markets (perfect and Imperfect), Price Mechanism and Fixing Vs Demand and Supply, Constraints, Monopolies, Cartels and other Market Intermediaries, Applications and Cases.

CSC 201: Fundamental of Computer Science 3 Units

The main objective of the course lies with identifying the major types, trends, and uses of microcomputer, midrange and mainframe computer systems, outlining the major technologies and uses and uses of computer peripherals for input, output, and storage, and also various types of software components associated with the use of computers in business, management and engineering. Among the main areas are: Trends in Computer Systems based on Size of computers, Networking, Circuitry, circuit density per component, Reliability, Memory capacity in Characters, and cost per million instructions; Computer generations, Microcomputer Systems, Midrange Computer Systems, Mainframe Computer Systems, Hardware and Software Components of the Central Processing Unit, Computer Peripherals: Input, technology and Trends, Pointing Devices, Pen-based Computing, Voice Recognition and Response, Optical Scanning, Video Output, Printed Output, Storage methods and trends, Semiconductor memory, Magnetic Disc and tape Storage, Optical Disc Storage, Software and the Internet, Application and System Software, etc, Applications and Design.

ECONS 202: Macroeconomic Principles 3 Units

Aggregate Demand and Supply, Economic Systems, Macroeconomic Computations and Related Concepts, Circular Flow of Money, the Microeconomic foundations of macroeconomics, introduction to monetary economics, GNP, GDP and Inflation, Aggregate Consumption, Balance of Payments, Interest and Taxation, Import and Export activities, Multiplier Effects and Investments, Introduction to Public Finance. National income. and standards of living, Full Employment, Economic Growth, Macroeconomic Planning and Modeling, inflation and regulations etc.

CSC 202: Electronic Data Processing 3 Units

The objective of this course is to communicate to students the elements of electronic and online methods of data processing, how data resulting from transactions get processed, updated into databases, and to produce business documents.

Topics here include: Brief review of Computers and processing capacity, Introduction to Data Processing (Ideas and concepts), A brief Review of traditional manual processing methods, Overview of Information Systems (the expanding roles of information systems, Trends in Information Systems and enterprise global networking, Types of Information Systems, etc), Operations Support Systems: Business Transaction Processing Systems (Preview), Process Control Systems, Enterprise Collaboration Systems, Management Support Systems, Executive Information Systems and Exception Reporting, Cases, Analyses and Applications.

CSC 204: Computer programming 3 Units

This introduces students to the Systems Development task of Systems Analysts/Programmers, using both systems peripherals and Application software so as to build customized and non-customized application packages. Topics range between simple program design, Modular Design and Programming Languages (New BASIC, HTML, JAVA, C+ and C++), all backed by assignments, practical and mini-projects.

MTH 202: (Practical) Business Mathematics II 3 Units

This is a continuation of the first part of the course. The topics covered are: Constraint Optimization, Integration and Applications in business (Present and future continuous streams of income, Consumer and producer Surpluses, Consumer's Willingness to Spend, Areas under graphs and Between two curves, Excess Investment

Income, Total extra output, Gradual Replacement and usage of stock, etc); Marginal and Decision Analysis (Replacing old equipment or not, Make or buy Decision, Discontinuing a Production Segment or not, etc); Problems and more problems for tutorials.

MTH 210: Business Statistics 3 Units

Basic Statistical Methods and Techniques, Representation of Data (Bar Charts, Gantt Charts, Pie Charts, etc.) and Grouping of Data, Measures of central Tendency; Types of Means and their Applications, Percentiles and applications of Statistical techniques in Business. Introduction to deterministic, stochastic and probabilistic methods and their business applications. Sampling and population studies, measures of dispersion like variance, standard deviation, correlation theory, regression analysis, analysis of variance and their applications in the calculation of industrial averages etc

MRK 201: Principles of Marketing I

Definition of markets and marketing, analysis of markets and consumer behaviour, market architecture and structure, market research, role of marketing in the production process, marketing procedure, the marketing process, marketing function, marketing

Management primer, marketing mix, marketing dynamix and marketing dynamics including the 7+3 Ps, the 7Cs, and the marketing encounter. The marketing triad, introduction to Total Marketing Management (TMM), market segmentation and positioning, marketing technologies including Just-in Time and Right-In-Time marketing, introduction to marketing and distribution management, brief introduction of types of markets including the pricing system, the price mechanism and the role of demand and supply in pricing systems.

SP 204: Social Psychology 3 Units

Introduction to the Psychology of Life and Relationship versus work, Play, Growth Patterns, Sexuality, Family; The Focal Point is the Psychology of Leadership, Command, Respect, Understanding, Attack and Defense, Business and Pleasure, as well as Values, Principles and Ultimate Good.

ACCN 201: Principles (Fundamentals) of Accounting 3 Units

To build on the fundamental concepts and principles of accounting. Students are enabled to consolidate the double-entry concept and other principles into contemporary practice of Accounting and to more complex issues, so as to be able to solve small

business problems during internships and from accounting perspectives. Topics covered include, the double entry accounting model or T-accounts model, the accounting equation, accounting definition of transactions, existence of entities, journaling, Adjustments for Final Accounts: Double entry for Depreciation and Provision for depreciation, Accounts Receivables, Bad debt expense, provision for bad debts and discounts accounts, prepaid and accrued expenses. Ledger Control Accounts, Single entry and incomplete records, Income & Expenditure Accounts, Manufacturing Accounts and Final Accounts (Intermediate Considerations) are all treated. The accounting process, accounting cycle and introduction to financial statement analysis. Business Analysis through assignments and fieldwork are all part of the programme.

MKT 202 Principles of Marketing II 3 Units

Major drivers of Marketing in the New Economy, Changing Business Practices and E-Business, Building Customer

Satisfaction: Definition of Customer Value and Satisfaction (Perceived value, Total Customer Satisfaction); The Nature of High-Performance Businesses (Value Chain, The Value-Delivery Network), Attracting and retaining Customers, Cost of Lost Customers, Customer Life-time, Customer Profitability, Company Profitability and Total Quality Management and Marketing Goals, market analysis and research, introduction to market engineering.

MGT 201: Principles of Management

Brief history of management, definition of management, the evolution of management thought and historical retrospective and the contribution of people like Peter Drucker, Taylor etc. The management process and the process of management, management function, management paradigms, management structure and architecture, types of management, forms of management, delegation of power, contact flow, information and communication flows, management goals and objectives, strategic management, introduction to management strategies, management intelligence architecture, introduction to Total Quality Management (TQM), contemporary management, total management methodologies, management technologies and the role of technology in management performance.

MGT 203: Planning & Strategy Development 3 Units

The course addresses Architecture and Content of Strategy, explaining how Firms employ strategy to meet the needs of multiple stakeholders, The Fiscal Responsibility in Addressing Social Responsibility, Value-Based Management and Creating Economic Value; Competitive Advantage. The Focal Point of Strategy (Differentiation, Cost Leadership, Quick Response or Market Focus); An Overview of How Companies achieve Competitive Advantage: The Architecture of Strategy. Special Focus is on the Firm's Financial Performance as a Function to its Competition Vs Value created for customers and Value Captured for Investors; The Process of Strategic Management, External and Internal Analysis.

FIN 201: Principles of Finance

Concept and definition of finance, goals and objectives of finance, the financial triad, sources of finance, introduction to financial markets, financial instruments and tools, financial process, financial structure and architecture, financial theory, introduction to financial management, financial planning, ratio analysis, value calculations, interest rates computations, capital budgeting, working capital management, investment management, credit management, financial paradigms, NPV- IRR rule of thumb in financial decision, financial decision theory, Additional funds Needed (AFN), financial forecasting, financial markets and cost of finance.

FIN 202: Finance Management 3 Units

This consolidates the topics covered in the first part of the principles of finance course. Topics covered include a review of basic financial statements, financial and ratio analysis, overtrading, Statement of retained earnings and taxation, risk and rates of return, cost of capital, fundamentals of bonds and valuation and the financial environment. Stocks and their valuation, working capital and financing growth, tax considerations, credit engineering, goals of financial management, raising finance. Financial procedures and

accounting cycles. Accountability, transparency and interpretation of financial statements.

DAS 201: Systems Design and Analysis I 3 Units

The entire viewpoint of the world have been seriously influenced by systems such that hardly anything and everything is now based on systems. This course will introduce the students to world of systems covering, definition of systems, systems notion, systems thinking, systems concepts, systems approach, systems methodology, systems analysis and synthesis, systems paradigm, systems performance, systems modeling, systems simulation, systems characteristics and properties, SDLC, SSADM and introduction to systems engineering. Case Analysis.

DAS 202 Systems Design and Analysis II 3 Units

Examines the Managerial and other aspects of Design and Analysis, including Systems Development Life Cycle, Teams, Sources and Flow and Development Decisions, Types of Problems, Opportunities and Needs, Phases of and Design of Analysis task, Modern Concepts in Design, Aesthetics and Cosmetics, decision process, fact finding, nature of data and elementary analytical tools. Introduction to experimentation and tactical elements etc. Cases and design assignments.

GS 204: Research Methodology II 3 Units

Handles advanced concepts in Research Methods and Data Analysis: Regression Analysis and Time Series data, Spearman's Correlations Coefficient, Scientific, True Experimental, Quasi and Other Research Methods, Qualitative and other Quantitative Issues in Sampling (Cost, Hawthorne Effects, etc.), Field Work and Applications

GS 206: Stress and Time Management 3 Units

The course is aimed at bringing the student professional to appreciate the inherently challenging and stressful atmosphere surrounding professional practice, beginning from basic time management and handling family and work related commitments. The main values of life and work are put to the test alongside work ethics of job effectiveness, efficiency and team spirit. Topics covered here include definition of stress and eustress, causes and stages of the stress process vis input, processing and output of the stress impulse, organizational, interpersonal, intrapersonal, inter role, environmental, and family related causes of stress as well as strategies to resolve and manage stress. System Cycle Time Model (SCTM) with respect to the Plan-Do-Check and Act cycle in process engineering and time management, Just-in-Time and Right-in-Time management arts and sciences are also treated. This is backed with serious case and field analysis.

SP 204: Social Psychology 3 Units

Introduction to the Psychology of Life and Relationship versus work, Play, Growth Patterns, Sexuality, Family; The Focal Point is the Psychology of Leadership, Command, Respect, Understanding, Attack and Defense, Business and Pleasure, as well as Values, Principles and Ultimate Good.

BUS 306: International Business 3 Units

This treats International Trade and International Economic, with modern approaches to cross boundary trade and Balance of payments, International Finance policy, Banking and Taxation. WTO and trade blocks, trade barriers, globalization, internationalization, regionalization and multinationalization and their corresponding business

architectures, structures, JIT, RIT. The role of information and communications technology and their influence in international business, cycle time and business process design.

MGT 301: Human Resource Management 3 Units

The focus of this course is to make students understand the role employees and employer play in organizations. If there exist the cabin of the car without and engine, the car would not move. The target is to design methods not just to get employees, but value adding, competent and resourceful personnel that will place the firm at strategic advantage and goal congruence that will overcome any competition. Topics thus covered amongst others include: Definition and Rationale for Resource Management, group dynamics, teams and goals, Goal congruence and Conflicts, Stress and Time management, Job Design and Recruitment, Remuneration and Motivation Schemes for optimum output, Retention and Security, Performance Management, Work environments and policies, Work, Family and Flexitime; Cases and Applications.

BUS 301 Business Organization 3 Units

It explains Forms of Business organizations, The Modern Business Organization Under the Board of Directors, The Executive President and other legitimately Appointed Heads of Administrative Departments. Special emphasis is laid on the Role of Organizations in Motivation, Corporate value enhancement and culture, as well as Output optimization. Modern business architecture and structure influence of business information architecture on structure and architecture. Positional, functional, hierarchical and sectarian Organizational designs. Job description and portfolio design. Real corporate substantiations and cases.

BUS 305: Entrepreneurship 3 Units

Topics covered range from the Definition of Enterprise and Entrepreneurship to what it takes to be a good and contemporary entrepreneur in a developing economy (Devotion, Creativity, Ingenuity, Knowledge Engineering, Innovation, Market Focus, Technology Savvy, and so on). The craft of entrepreneurship and its role in wealth and job creation as well as private sector development and GNP/GDP contributions. Auto employment, challenges and tools in entrepreneurship like, business plans, proposals, financial management, business law, logistics management, quality improvement, competitiveness, technology applications and business process engineering.

BUS 307: Business Practicum I 3 Units

The course introduces students to more advanced concepts treated in BUS 201, specifically the System Cycle Time Model of Business, Objectives, Strategies and operations. It is backed by Field Work and Analysis.

MTH 301 Operations Research I 3 Units

It is a specialized course that is meant to bring out the primary role of management scientific and quantitative techniques in planning and control, two very important functions of management that do not always come in very handy. Students continue building very critical and practical minds here, and so the course covers: Matrix Algebra and Business Applications, Game Theory of Probability and Choice, Linear Programming: Graphical and the Simplex Tableau Methods (Minimization and Maximization Problems, the Managerial Perspective, etc); Management and Allocation of resources through the resource Constraint Optimization method and the Decision Analysis Tree, Cases and Analyses.

CSC 301: Introduction to Management Information Systems 13 Units

There are two main topics treated: Introduction to Information Systems: Fundamental concepts, Definition, functions and types; The Real world of Information Systems, Why Study IS, Fundamentals of IS, IS Framework for Business Systems Owners, Users, Designers and builders, IS and corporate internetworking, Business Process Reengineering, Competitive advantage with IS; Systems Concepts, System resources (People, Data, technology, networks, hardware and software) and their understanding at different levels of System Analysis and Design; Input, Processing, Storage, Output and feedback Control, Strategic Advantage and Information Systems, Expanding Roles of IS, Operating System Support, Management Support Systems, Expert Systems, Knowledge Management Systems, Strategic IS, Business IS, Integrated IS (Preview only). Cases and Field Research heavily accompanies this course.

DAS 301: Introduction to Total Systems Concepts 3 Units

Introduction to systems thinking, systems approach, systems analysis and synthesis, systems scope, systems environment, total systems concept, systems engineering and improvement. The purpose of this course is to enable students understand that everything in business, Management and Operations speaks quality, quality at all levels, and it's only fitting to think of: Total Quality in terms of measures such as Productivity, Flexibility, timeliness, Customer Responsiveness. Thus some of the topics covered include Customer Focus, Benchmarking, Cycle Time Reduction, Time-based Competition, Just-in-Time Operations, Adaptability, Concurrent Engineering (Preview), Functional Area Integration, Activity-Based Costing, Super Co-operation and Development, Product Innovation, Brainstorming, Pareto Analysis, Cause and Effect Diagrams, Statistical Control Charting, Quality Function Deployment, Process Quality, ISO 9000, Group Dynamics, Employee Motivation, Team Work/Spirit and Team Problem Solving, Employee Education and Training; Applications and Cases.

BUS 310: Business Practicum II 3 Units

Students are enabled to develop two businesses of their choice under a supervisor. It marks a great turning point in the realization of the 'Pragmatics' Strategy of Professionalism and Job Creation for students.

LDM 201: Principles of Operations Management 3 Units

The course introduces students to new concepts in Management Science, Operations Management, touching the topics in process analysis and design as well as modeling. Topics here are: Beyond Linear Programming with applications in resource Allocation, Cost-benefit Trade offs, what - if and Sensitivity Analyses, Project Management with PERT/CPM; Cases and Analysis. Quality control, total quality management, value analysis, value chains, value engineering, inventory management, supply chain management, resource management, cycle time management: JIT, RIT etc. Concurrent, reengineering and simultaneous business process management.

DAS 401: Service Facility Design and Management I 3 Units

This is a very essential course meant to introduce students to the strategic role of services in the private sector of an economy. This is viewed from the conception of the service facility, the design and management. As such the topics covered center on The role of services in an economy, the role of the service manager, the idea of service quality determination for design purposes dimensions and gaps in service quality, Measuring service quality, Quality service by design, Achieving service quality, Service recovery), Service Strategy and design (The strategic service concept, Competitive Service strategies, Winning customers in the market place, The competitive role of

Information in Services, The Virtual Value Chain and information limits), Preliminary Service Design; cases and Analysis.

DAS 403: Systems Integration I 3 Units

The objective of this course is to consolidate discussion areas in Systems Analysis and Design, Systems Concepts and Engineering, and to establish the way forward. This will therefore integrate the relatively isolated parts in systems applications particularly in manufacturing industries. Topics covered are: Computer aided Design (CAD), Computer Aided Engineering (CAE); Computer aided Process Planning (CAPP); Cases and Analysis. Systems analysis and synthesis, horizontal and vertical integration, global mergers, modular science and structure design.

MTH 302: Operations Research II 3 Units

This is a continuation of Operations Research I. It treats Network Analysis and Optimization Problems (Definition and nature of networks, Component Activities and Events definition, Minimum Cost flow problems, Maximum flow problems, Shortest Path Problems, Minimum Spanning Tree Problems, Transportation and Assignment Problems, Cases and Applications. Goal programming (beyond linear programming), the linear model, matrices and their applications, one way ANOVA, regression analysis, elementary economics, statistical quality control, markov chains and their applications in market analysis and engineering, information economics, multiobjective optimization with and without constraints.

DAS 302: Total Systems Engineering 3 Units

Topics covered include Total System Improvement, Total Quality Engineering with respect to operations, Finance, Project Management, Marketing and Sales, and other functions of Business. Principles of Systems engineering, systems maintainability, reliability, verifiability. Principles of Innovation, proliferation, systems engineering process and performance analysis. Term paper and case studies.

CSC 302: Management Information Systems II 3 Units

The course explains the major aspects of IS analysis, design and development for lasting, strategic returns on investment in the business. Thus, as a continuation of the first part of the MIS course, topics covered will include: The Systems Approach to Problem Solving: Defining Problems and Opportunities vis systems thinking; Developing Alternative Solutions, Selecting the Best Solution; Designing and Implementing the Best Solution: Post implementation Review; The Business Problem: Definition of Problem, Statement of the Problem, Statement of Business Requirements, Summarizing alternative solutions, Evaluation sample business solutions, Rational or Criteria for the Selected Solution, The Systems Development Life Cycle, Starting the Systems Development Process: Feasibility Studies, Systems Analysis: Organizational Analysis, Analysis of the Present System, Functional Requirements Analysis, Systems Design, Prototyping, Implementing the New IS, Maintenance of the New IS, Preview of CASE, User Development (Training and Focus on IS Activities), Cases and Applications.

DAS 402: Service Facility Design and Management II 3 Units

This is a continuation of the first part of the service facility design and management course. The course treats: new Service Development and Process Design (Overview of New service design and technology innovations in services, service blueprinting, Strategic positioning through process structure, Taxonomy for Service process design, Generic Approaches to Service System Design, etc.), Servicescopes and Facility Design, Facility Layout,

Process Flowcharting, Environmental Psychology and Orientation; Service Facility Location, Location Considerations, Estimation of Geographic Demand, Facility Location Techniques, Site Considerations, Breaking the rules (Competitive clustering, saturation marketing, marketing Intermediaries, Substitution of Communication for Transportation), Geographic Information System; The Service Encounter : The Service Organization (culture and empowerment), Contact Personnel (Selection and Training), The Customer (Expectations and Attitudes, The customer as co-producer.), Creating a customer orientation, Service Profit Chain, Handling Complaints; Cases and Analyses.

DAS 406: Systems Integration II 3 Units

Computer Aided Manufacturing (CAM), Automated Material Handling, Production Control Systems, Manufacturing Planning and Control Systems, Local Area and telecommunications Networks, Cases and Applications. See engineering curriculum.

Economics Banking/Finance and Technology

FIN 301: Introduction to Investment Management 3 Units

The course explains and treats the issue of investments and management of financial resources. Topics here include the fundamental relationship between investments, financing and dividend decisions, the investment setting, types of investments (financial and real asset), analysis and valuation of Equity securities, Issues in efficient markets, mutual funds, derivatives, and other marketable securities. Securities markets, mechanics of trading, techniques of trading, techniques of analysis, diversification and valuation of investment portfolio are also treated.

FIN 303: Fundamentals of Capital Budgeting 3 Units

The course introduces to students the underlying criteria behind the decision to fund a particular project, the risks and benefits involved (under certainty and uncertainty), sources of long and short term capital requirements, management of long-term assets and liabilities, Accounting rate of return and Return on capital employed, payback period, Internal rate of return, Net present Value, and the financing decision; Evaluating Capital Budgeting Projects, Replacement Project Analysis, Comparing Projects with unequal lives, Dealing with Inflation and risk (Stand alone risk techniques and the optimal capital budgeting process, Risk diversification in Portfolios,) and Capital Rationing; Industry Practices and Applications.

BNK 301: Introduction to Banking Technology 3 Units

The course examines the development and applications of various technologies in banking services. Common among others are Electronic Cash Transfer Technologies in Banks: Large-scale or wholesale payments (e.g. bank-to-bank transfers), scale Withdrawal and Receipt Technologies (e.g. automated teller machines and cash dispensers), Home Banking (e.g. bill payment), Account Processing Software, credit card and master card technologies, Cases and Applications in Cameroon.

BNK 303: Micro Finance Banking 3 Units

It is in line with the Need for Micro Finance, Fundamental bank and Inter-bank Transactions and Credit Acquisition. Opened to all students of Accounting and Finance. Micro credit principles, credit management, debtor account

management and introduction to microcredit systems. Poverty alleviation, grassroots development, economic empowerment and microfinance banking.

FIN 302: Working Capital Management 3 Units

The topics covered are meant to instill in the students of finance and business the idea of capital elements that circulate in the business for the purpose of fueling short-term operations (within one year). This study is incomplete without an understanding of the various alternative ways in which excess short term funds could be put to use; and so topics covered here include: Definition of Working Capital, Distinction between Working and Fixed Capital, The Differences between the Investment, Financing and Dividend Decisions, Why study working Capital, Working Capital as either Gross or Net Working Capital, WC and the Financing Decision (Nature of Asset Growth and WC Financing Policies, Controlling Assets-matching sales and production: Temporary assets under level production, Patterns of Financing: Alternative Plans, Long-term Financing, Short term financing, The Financing Decision, etc), Current Asset Management (Cash Management: reasons for holding cash, Cash flow and conversion Cycle, Collections and Disbursements: Cash float, Improving collections, Extending disbursement, Cost benefit analysis, Electronic Funds transfer, International cash management, Marketable Securities, Management of Accounts Receivable: Accounts receivable as an investment, Credit policy Administration vis credit standards, terms of trade, and collection policy and actual credit decision, Inventory Management: Level versus seasonal Production, Inventory policy in inflation, Inventory decision model of carrying costs and ordering costs, Economic order quantity, Safety stocks and stock outs, Just-in-time and Right-in-time inventory management, etc.), Sources of Short Term Financing (trade credit: Payment period, Cash discount Policy, Net cash position; Bank credits and cost; Financing through commercial paper, etc.). The course should entail students design WC models for companies with different WC problems and needs.

FIN 304: Introduction to Banking Practice 3 Units

It builds on the first part of the course BNK 201: Introduction to Banking. This is a function of Modern Banking Regulations, Practice of Finance, Monetary Science and Operational issues in Service enhancement. Banking tools, network banking, banking technology, banking architecture, customer service management and banking regulations and standards(including COBAC)

BNK 302: Banking Technology II 3 Units

As a continuation of Banking Technology I, the course examines online electronic commerce and security, as well as other strategic issues in E-Commerce: Token based payment systems (e.g. Electronic Cash, Electronic Cheques, Smart Cards or debit cards), (Secure electronic Payments on the internet: Code sniping, etc), Electronic Data Interchange, Internet Neighborhood and other Wireless technologies.

BNK 304: Introduction to Investment Banking 3 Units

Here students are made to understand the general role of financial markets, long-term capital needs of firms and also public and private placements of investment Bankers in the growth of financial systems. The course covers: Introduction to Capital Markets, The Role of Investment Banking in Financial Systems (Concentration of Capital, Acts Relating to Investment Banking under OHADA, Investment Banking Competitors in Cameroon, Functions of Investment Bankers: Underwriting, Market Maker, Advisor, Agency Functions; The Distribution Process: The Underwriting Spread, Investment Banking on the Internet, Dilution, Market Stabilization, Aftermarket, Shelf

Registration; Public Versus Private Financing: Advantages of Being Public, Disadvantages of Being Public; Public Offerings and Instant Wealth: Internet Capital Group; Private Placement: Definition and Concepts, Going Private and Leveraged Buyouts (meaning and concepts); International Investment Banking Deals: Privatization; Cases, Analyses and Applications.

FIN 401: Stock Exchange Operations 3 Units

The essence of this course is to increase students' understanding of the fourth sector of economies and the operations thereof. Students are made to think the investment engineering way from the financial growth and expansion perspective. The course begins with a Definition and Rationale for the Stock Exchange. An Introduction to Financial Markets, Institutions and Market Efficiency are covered. Also treated is Investment banking (brokers and Buyers) and listing requirements, Stock and Bond Issues (Commission, Floor and Odd Lot Broking) and Investment Specialist role in valuations (Individual firm, Market or Industry and Economic Valuations); Types of Exchanges and Management Modalities are covered.

FIN 403: Financial Risk Analysis and Management 3 Units

This focuses on risk modeling and Management. Fundamental concepts of stand-alone risk and Portfolio risk are covered, as well as Derivatives and Risk Management (Using Derivatives Prudently to Reduce Risk, Background on Derivatives, Options, The Black-Scholes Option Pricing Model, Other Types of Derivatives), Risk Management (Fundamentals of Risk Management, Using Derivatives to Reduce Risks), Industry Practices through Research, Cases and Applications.

FIN 407: Multinational Finance 3 Units

This course is meant to broaden the perspective of students in reasoning banking and finance and technology. The topics covered include: Why go international? Multinational versus domestic financial management, Exchange rates, The International Monetary System, Trading in Foreign Exchange, Interest Rate Parity, International Money and Capital Markets, Multinational Capital Budgeting, International Capital Structures, Multinational Working Capital Management, Cases and applications.

BNK 403: Banking Law 3 Units

The course is meant to maintain a cordial atmosphere around lending and debt recovering and other operations. Topics covered here include: OHADA Uniform Acts laying down different types of guarantees available to creditors to reinforce their rights on their debtor. It also deals with the following: Classification of Collaterals, Personal Guarantees, Securities on Movables, Mortgage and Leases; Debt Recovery and Enforcement Law; Bankruptcy law for Investment Bankers and other businesses; Cases and Applications. Main Charters of COBAC

BNK 405: Introduction to Central Banking 3 Units

The course is designed to operate chiefly as a case study of Central Banking in Africa under the OHADA and COBAC Laws, Relationship with Commercial Banks, Micro Finance Institutions, Operations (Regulation of money supply, Lending, Interest Rates, etc.). Students should study the specific operations of BEAC, bringing out shortcomings and innovative solutions. Clearing houses and the central bank, bilateral and multilateral clearing arrangements. International clearing operations, international financial systems, currency control inflation and deflationary systems, treasury bonds, bills of exchange, promissory notes, letters of credit. Liquidity control in

the economy. Monetary systems and financial systems control.

BNK 407: Design and Analysis of Financial Information Systems 3 units

To explain how computer based financial information systems support financial managers in decisions concerning the financing of a business and the allocation and control of financial resources within a business. Major financial information systems categories here include Financial modeling and criteria specification, Cash management Systems: Real-time or periodic receipts and disbursement systems daily and weekly and monthly forecasts of receipts and disbursements (cash flow forecasts), mathematical modeling and optimal cash collection programs; Online Investment Management: short-term low-risk marketable securities and high-risk, high return alternatives, portfolio management packages, online sources of investment information and networking; Capital budgeting processes and evaluation techniques (spreadsheet models with present value analysis of expected cash flows and profitability analysis of risk) and optimal mix of capital projects for a business, Financial forecasting and planning: electronic spreadsheets, AppShare Software, Flextra Software and other packages are taught.

CSC 401: Professional Ethics 3 Units

Examined here are the basic rules regarding the proper use of business and IT resources, maintaining professional integrity and objectivity, as well as reliability. It treats: Ethical and Societal Challenges of Information Technology (The ethical dimension, Ethical foundations: Egoism, Natural Law, Utilitarianism, Respect for persons, Ethical Values), Ethical decision making, Business Ethics (The stockholder theory, the social contract theory, the stockholder theory), Ethical and Societal Dimensions of IT: information Ethics, IT and Employment, IT and Individuality, IT and Working Conditions: Computer monitoring and repetitive job roles, Privacy issues: Privacy on the internet, Corporate e-mail privacy, Computer matching, Privacy laws, Computer libel and Censorship, Computer Crime (essentials only) Health issues, Societal Solutions, You and Ethical Responsibility viz Accounting and Finance, Management and Consultancy services; Cases and Analysis.

FIN 404: Strategic Financial Management 3 Units

Topics taught include: Issue and Redemption of Shares, Capital Structuring (Debt, The Target capital Structure, Business and Financial Risk, Determining Optimal Capital Structure, Liquidity and Cash Flow analysis, Capital Structure theory and design, Variations in Capital Structures, Global capital Structure Perspectives); Dividend Policy (Dividends: the best signal a manager can give, Dividends versus capital gains: what do investors prefer, Dividend stability, Establishing the dividend policy in practice, Changing dividend policies, Dividend re-investment plans, Overview of the Dividend Policy Decision, Stock Dividends and Stock Splits, Stock Repurchases, Industry Practices through cases and the Dividend Decision), Mergers, LBOs, Divestitures and Holding Companies.

FIN 412: Stock Exchange Management 3 Units

Introduction to Stock and other Financial Markets, Types of Exchanges, Mode of Operation with respect to Primary and Secondary Exchanges, Listing Requirements, Trading and Delisting, Exchange Regulations, Comparative Exchange Regulations, and Other related Concepts.

BNK 406: Management of Banking Institutions 3 Units

Daily operations management, frontend and backend operations management, transaction control, audit operations, credit evaluation and management, multilateral clearing, customers service management,

cash/ratio measurements, closing and opening transactions, design of banking procedures, security issues, accounting cycles, technology management. Practical cases should be used in classroom applications and substantiations. Term papers and assignments should be used.

BNK 408: Design and Analysis of Banking Procedure 3 Units

This requires a thorough understanding of the purpose of banking entities in developing economies. Students here must be enabled to understand the functioning of banks as services, right from the Conception, Process Design, operations management, queuing models and service facility management. The course treats Goals and Objectives of Micro finance and Investment Banking, Document Design, Resource Planning, Process Design (Flow) and Differentiation, Determination of Front and Back Office operations, Facilities, Cost and Benefit Appraisals, Time Management Modeling. This is accompanied by extensive research and course assignments.

MTH 408: Operations Analysis and Management II 3 Units

This is a continuation of the first part of the course. Topics covered include: Inventory Management with known and unknown Demand, Queuing Models (Elements of a queuing model, measures of performance of queuing systems, single and multiple servers, etc.) and computer simulations; Cases and applications in Logistics and Business Management, Finance and Marketing. Total improvement management, competitive advantage and technology management.

CSC 404: Advanced Concepts in MIS 3 Units

Topics covered depend on the coverage of previous related courses and the developments in the field of IT and Business Technology. Performance evaluation of management processes. Cases and applications of MIS, client-server architectures, networking and communications tools, databases, information management techniques and systems, operating systems and resource management.

CSC 406: Operating Systems II 3 Units

The objective here is to give several examples of how companies are using intranets and extranets for communications and collaboration, information publishing and sharing, and business operations and management; to identify the hardware, software, data, and network components of an intranet's technology architecture that provide cost savings or revenue benefits to a company; identify several groupware tools for electronic communications, conferencing, collaboration of teams and workgroups in a business enterprise. Topics covered include: Systems Management Programs, and Introduction to Network Management Programs: Basic ideas and concepts, Intranets, extranets and the Internet, Applications of Intranets (communications and collaboration, business operations and management, Web publishing, and intranet management), Intranet Technology Resources, Business Value of Extranets (Publication cost savings, Training and development cost savings, Measuring cost and benefits, etc) The role of Extranets, Enterprise Collaboration (Virtual Teams, work groups and Collaboration), Components, Electronic communication tools (Email, Internet Phone and Fax, Web Publishing, Amdahl Web example, etc), Electronic Conferencing tools (Data and Voice Conferencing, Videoconferencing, Teleconferencing, Discussion forums, chat Systems, Electronic Meeting Systems, etc), Collaborative Work Management tools (Calendaring and Scheduling, Task and Project Management, Workflow Systems, Silicon Graphics Work Flow, Knowledge Management, etc); Multiple Cases and Analysis and Applications.

FIN 498: Final Senior Project**6 units**

The course should be able to consolidate the student's problem-solving skills by helping them come out with a viable, contemporary solution to banking and finance problems in profit-oriented entities. The credit value is 6.

Accounting and Accounting Information Systems**ACCN 201: Principles of Accounting****3 Units**

To build on the fundamental concepts and principles in accounting, Double entry, T-accounting models, the accounting equation. Students are enabled to consolidate the double-entry concept and other principles into contemporary practice of Accounting and to more complex issues, so as to be able to solve small business problems during internships and from accounting perspectives. Topics covered include Adjustments for Final Accounts: Double entry for Depreciation and Provision for depreciation, Accounts Receivables, Bad debt expense, provision for bad debts and discounts accounts, prepaid and accrued expenses. Ledger Control Accounts, Single entry and incomplete records, Income & Expenditure Accounts, Manufacturing Accounts and Final Accounts (Intermediate Considerations) are all treated. Business Analysis through assignments and fieldwork are all part of the programme.

ACCN 202: Financial Accounting

Review of Principles of accounting and principles of finance, Ratio analysis and value computations, depreciation and asset valuations, options, puts and inventory accounting, purchasing and procurement, computation of goodwill, leverages, interest, Financial accounting of organic and mechanical growth, consolidation of accounts, financial balance, reporting dividend and equity, accounting value, book value, market value and intrinsic value. Reporting entity and information. Introduction to financial analysis and reporting. Reporting sales and cost methods to financial derivatives accounting. Exchange rates and multinational financial accounting, transfer payment and ownership of business accounting, Not-for-profit accounting, financial capital accounting.

ACCN 203 Accounting Procedures

This course attempts to introduce the students to the flows in accounting systems and processing responsibility of the protagonists in the accounting trail. The following issues will be treated in detail: bookkeeping techniques, record structure including ledgers, journals, trial balances, the accounting model, transaction accounting, cashflow accounting, balance sheet accounting, bank reconciliation, introductory financial accounting and reporting, internal audits and control. Treatment of third party accounts, headoffice accounting, the accounting and audit processes. Introduction to accounting standards and financial analysis. Practical case analysis are recommended.

ACCN 205 Accounting Data Capture

The notion of data, data entry and its processing. Information and its characteristics, sources for accounting data: bills receivable and payable, bills of materials and phantom bill, the notion of quantity, time cycle of time of bills, data life cycle models, data capture techniques and instruments like : record reviewing, questionnaires, interviews, observation, participation etc. The accounting data processing cycle and processing activities. The

fact checking process, materiality and validity of data, dating and authorization of transactions, the basic elements of financial statements like: income statements, cash flows, balance sheets, and their implication in generating financial reports and statements. Practical real world Spread sheet assignments are recommended like inventory (stores)and cost accounting.

ACCN 206 Accounting Systems

This is a foundation course for accounting information systems and will prepare the students for the daunting tasks of accounts Auditing, E-Accounting, E-Auditing, Accounting Theory. Content: Review of the different viewpoints definitions of accounting –that of information, money and money flows finance etc. Review of the accounting model, accounting attributes, entities, rendering, branches of accounting, types of accounting System, elements of accounts, components of accounts, sources of data for accounting, entity level systems analysis, Taxonomy of Accounting Systems, Accounting Systems Architecture and Structure, Total information set, The Accounting Cycle, Accounting flows (cash flows, value flows etc), Costing Systems, Planning Systems, Accounting Qualities, The Accounting System: Data-procedures-software-Hardware-people- outcomes. The accounting scale and accounting scope, Accounting Quality and Total Quality Accounting. The Accounting Record System.

ACCN 208 Accounting Processes

This course attempts to bring together the fundamental relationship between Accounting Activities-Accounting processes-Accounting operations. It will also look in detail into the Accounting Operating Cycle, Accounting protocols (LIFO, FIFO, FILA, etc), the flow of funds through an enterprise, value flows and accounting value chains, authorization flows and transaction validity, Process Costing, the Job Order Costing Systems, The Process Costing System, Product order Costing, Budgeting Process, Costing Process, JIT Systems and Process Costing.

ACCN 207 Accounting Processes

This is a foundation course for accounting information systems and will prepare the students for the daunting tasks of accounts Auditing, E-Accounting, E-Auditing, Accounting Theory. Content: Review of the different viewpoints definitions of accounting –that of information, money and money flows finance etc. Review of the accounting model, accounting attributes, entities, rendering, branches of accounting, types of accounting System, elements of accounts, components of accounts, sources of data for accounting, entity level systems analysis, Taxonomy of Accounting Systems, Accounting Systems Architecture and Structure, Total information set, The Accounting Cycle, Accounting flows (cash flows, value flows etc), Costing Systems, Planning Systems, Accounting Qualities, The Accounting System: Data-procedures-software-Hardware-people- outcomes. The accounting scale and accounting scope, Accounting Quality and Total Quality Accounting. The Accounting Record System.

ACCN 209 Accounting Architecture and Structure

This course tries to assemble in one comprehensive piece a corroborative version of the ingredients, elements, tools and techniques used in accounting and its auxiliary fields to establish a holistic picture of the accounting discipline. Architectural issues like ; the accounting equation, the accounting model (T-model), the valid accounting transactions, events, accounting entities, etc. Structural issues including aspects like accounts paradigms, financial instruments, financial tools, financial statements, international perspectives and introduction to E-accounting.

ACCN 211 Accounting Systems and Standards

This course attempts to bring together the fundamental relationship between Accounting Activities-Accounting processes-Accounting operations. It will also look in detail into the Accounting Operating Cycle, Accounting protocols (LIFO, FIFO, FILA, etc), the flow of funds through an enterprise, value flows and accounting value chains, authorization flows and transaction validity, Process Costing, the Job Order Costing Systems, The Process Costing System, Product order Costing, Budgeting Process, Costing Process, JIT Systems and Process Costing.

ACCN /CSC 415 Electronic Auditing 3Units

Review of Electronic Data Processing (CS 204), and Information processing methods, as well as Information management methods. Detailed survey of Management Information Systems I and II (CSC 301 and 302)and Database Management Systems (CSC 308). Review of auditing and assurance, auditing standards, e-business and e-commerce concepts and principles. Information Technology : basic applications in business, its implications in the revenue process, purchasing process, HR management process, Inventory management process, Asset , prepaid expenses, property, plant and equipment accounting, stockholders equity, income statement accounts, cash and investment accounts etc. Detailed treatment of computer crime and criminal actions, the computer as a target , a tool and an accomplice in criminal activities. Types , nature and modes of computer crimes. Data and computer security, security computer networks, data bases and business intelligence. Exhaustive treatment of e-business implications in the accounting and auditing processes, the electronization of the auditing process and its effects on traditional auditing concepts, principles and activities.

ACCN 301: Cost Accounting I 3 Units

This aim of this course is to emphasize and build on the managerial function of the accountant as an adviser to management using the tools of cost, revenue and income statements for material, labour and overhead and other expenses of business, as well as graphs and incremental analysis in the light of various available costing methods and techniques. Topics covered include Introduction to the Cost Accounting role in business, Types and quality of information, Cost Code & Classification by type, function, Behaviour and time frame (short and long runs) and decision making, Cost centers and units, revenue and profit centers, as well as investment centers. Relevant documents and sources of cost information, Cost behavior are also treated, together with an introduction to the types of costing methods and techniques, as well as Material Costing [First-in first-out (FIFO) and Weighted Average method] Labour costing, Remuneration Schemes, Labour Turnover, and so on. Overhead Costing: Predetermined rate, under/over absorption, Cost management techniques are also treated alongside Business cases and Systems analyses lines.

ACCN 303: Taxation I 3 Units

This course introduces the student to the world of business taxation and, particularly in line with the OHADA system, The Cameroon Tax and tax audits. Topics treated include Concept and Definition of Tax, Taxpayer obligations and rights, Types of business taxes, Tax incidence and burden, progressive and regressive taxes, corporate tax planning and financial performance (profits) with respect to dividends, tax return preparation, filing, penalties and sanctions (preview), tax credit and tax rebates are also treated. Accompanied with Field Exercises and Case Studies.

ACCN 305: Accounts Audit I 3 Units

The course is opened to accounting majors only and starts with the definition of auditing, types of audits (Management audits, Internal Audits, External Audits, Statutory Audit, etc), Audit environment/Control Environment, Control Audit, Types of Audit Reports, Work Sheets and Audit Procedure, Assessment reporting, Appointment of the Auditor, Independence, Integrity and Objectivity of the Auditor, The Rights, Duties and Liabilities of the Auditor, Issues of Litigation of the Auditor and the Qualified Report are also covered. Cases and Applications are part of the course programme.

ACCN 308 Accounts Audit II (Prerequisite ACCN 305)3 Units

This course is aimed at building on the first part of the Audit programme, focusing on Audit of Cash, Inventory, Cheque and Bank Transactions, and so on. The Audit Engagement Letter, Duties of the Internal Auditor, Management, and the Audit fee are also covered. Issues on Audit Contract termination are as well as the appointment of a substitute auditor also treated. Cases and Business Analysis are part of the programme design. Electronic auditing, accounting cycles, errors, interpretation and analysis. The need and use of auditors reports, role in AGMs and standards.

ACCN 309: Accounting Paradigms I 3 Units

The course builds specialized accounting concepts to handle such issues as Accounting and Reporting Standards (SSAP and GAAP), Payroll Accounting, Accounting for Partnerships, Container Accounts, Consignment Accounts, Joint Venture Accounts and Advanced Financial Statement & Ratio Analysis, Cases and Application.

ACCN 304: Cost Accounting II 3 Units

Here, costing methods (Job-order costing, Process costing and process Losses, Batch costing, Contract costing,) are treated in detail. Cost Ledger Accounting, as well as techniques like Variable (or marginal) costing, total absorption costing and their differences, Break-even Analysis and Profit Planning are also covered. Some 3-5 weeks of the course duration are dedicated to tutorials and practical assignments.

ACCN 306: Taxation II (Prerequisite ACCN 303) 3 Units

The course is structured to consolidate the focus of Taxation I the previous semester from the perspective of Taxation and the Law. It handles such topics as The Structure of the Cameroon Tax System, Taxation and the Budget, Voting of the Budget, Tax Crimes and Litigation, and other related legislative issues. It runs some 3-5 weeks of practical assignments.

ACCN 310: Accounting Paradigms II 3 Units

To lay emphasis on: Hire Purchase Accounts, Branch Accounts, Company Accounts: Share Registers, Issue and Redemption of Shares, Forfeiture and Re-issue of shares, Cash flow Statements (in line with Financial Reporting Standards), and accounting for Takeover bids.

ACCN 401: Advanced Taxation Accounting (Pre ACCN 302)3 Units

The course builds on the first part, by treating the computation and accounting for taxation in Financial; Statements, under the OHADA Accounting System: Personal Income tax and the Pay Roll (PIT), Corporate Tax, Business Licence Tax, Value-added Tax (VAT), Property tax, Turnover Tax, and Capital Gains Tax. Tax Audits and

related issues are treated, in accordance with prevailing general tax laws (preparation, filing and payment of tax liabilities, and so on). Tutorial classes are organized to test the understanding of the course, covering some 3 weeks.

ACCN 403: Accounts Audit and Investigation 3 Units

The aim of this course is to isolate and concentrate on the very pressing issues of General financial statement audit and special, contingent audit assignment through investigation, using modern tools and techniques of systems audit planning, analysis, interviewing, research methodology, reporting and consulting with management. Topics include: Definition of Investigation, Review of Management and Internal Audit, the Investigation Procedure and Reporting.

ACCN 407: Design & Analysis of Accounting Procedure I 3 Units

The aim of this course is to impart in accounting majors the technological familiarity and skills inherent and paramount in the design of Accounting Information Systems that aid in the recording and reporting of accounting information in line with corporate information needs, the demands of Management and current laws in force. The course demands a preliminary knowledge and skill in Design and Analysis I & II, logical and physical as well as computer science. It merges together the overall goals of information management and Accounting. Topics Taught include: General Review of the logical and physical accounting process, an Introduction to Accounting/Financial Information Systems (Components, relationships, documents, source document design, and networking), Online Transaction Processing Systems (Design and Implementation): Order processing, Inventory Control, Accounts Receivable, Accounts Payable, Payroll and General Ledger. Exception Reporting and other automated functions for Financial Forecasting. Practice and Fieldwork run for up to 7 weeks.

ACCN 409: OHADA Accounting I 3 Units

The course introduces students to the OHADA Uniform Acts, with focus on the Uniform Acts related to Business Accounting and Standards. Topics treated here include the OHADA Specific Accounting System: Set/Chart of Accounts, (Classes of Accounts 1-5) and Financial Statements. The course runs a normal session of 10 weeks coupled with some 7 weeks of tutorials, practice and internship, but with emphasis on the first few Classes of Accounts.

ACCN 403: Managerial Accounting & Analysis 3 Units

This is a consolidated superlative and cosmetic embodiment of the techniques gathered in Business Mathematics I & II, Cost Accounting I & II, Business Financial Accounting, Systems Design and Analysis I & II and all other Marketing, Management and Finance courses, to solve contemporary business problems and capture opportunities for controlled business growth and profitability. Topics covered include Activity-based Costing, Standard Costing & Balanced Scorecard, Budgetary Analysis, Variances and Profit Planning, Income Taxes and Investment Appraisal, as well as Statement of Cash flows, to answer questions like "How well Am I doing?" The course is supported by some 7 weeks of Tutorials, fieldwork and case analysis, as the common phrase is "Practice and Analysis".

ACCN 406: OHADA Accounting II 3 Units

This is a continuation of the work started in OHADA Accounting I. It handles the continuation of the set of Accounts

6-9, topics as Consolidated Accounts, encompassing all regulations pertaining to financial and accounting information and reporting.

ACCN 408: Design & Analysis of Accounting Procedure II 3 Units

It handles the query, aesthetic, legal, ethical and safety issues regarding the use of automated accounting systems. Topics taught comprise of Database Maintenance, Document and Report Generation, Inquiry Processing, Security & Control Issues in Information Systems (Input Controls, Processing Controls, Output Controls.), Facility Controls (Network Security and monitors, Physical Protection Controls, Biometric Controls, Computer Failure Controls), Procedural Controls (Standard Procedures and Documentation, Authorization Requirements, Disaster Recovery, Controls for End-user Computing) and an introduction to Accounting Information Systems Audit. The course is practice-intensive with some 7 weeks of dedicated tutorial and fieldwork.

ACCN 410: Advanced Financial Accounting 3 Units

This is the final bus stop for the financial accounting course stream for accounting majors. Topics covered include: Investment Accounts, Final Accounts of Limited Companies and Related Documents, Published Accounts of Companies, Consolidation of Accounts: Consolidated Balance Sheet, Profit and Loss Accounts, as well as Inter-Company dealings.

ACCN 498: Final Accounting Project 6 Units

A final project that captures pressing, sensitive and developmentally viable projects in Accounting/Finance and Management will have to be conceived and written by Majors under a supervisor. This is a 6-credit course.

Business Management and Entrepreneurship

(See also Banking and Finance, Marketing and Distribution Management)

BUS 201: Principles of Business 3 Units

It lays the fundamental concept of Business, Form the Idea to the Concept, framework, Organization, Mission, Objectives, Goals and strategies to Resources Plans, Budgets, External Parties, Competition, Growth and Expansion, Motivation and Total Quality Improvement, Innovation and Proliferation; Forms of Business, Advantages and Disadvantages of each, Investment Culture in Cameroon and Africa, The way Forward.

BUS 203: Business Regulatory Environment 3 Units

Examines the Regulatory and Deregulatory Functions of The Legal, Judiciary, Cultural, Competitive and Economic Arms of the External Environment of Business, The Foundations of A Capitalist and Mixed Economic Systems and The Rationale for Government Regulations using Fiscal and Other Policies.

MGT 302: Small and Medium Size Enterprise Management 3 Units

Explains the challenges and practical benefits of perseverance, dedication, hard work, creativity, ingenuity, knowledge engineering and enterprise culture of an entrepreneur in developing, transition and developed economies; Definition of Enterprise, Types and forms, Internal and external environmental issues.

MGT 401: Managing a Management Consultancy 3 units

Examines the challenges in being a consultant, The Consultancy job as a service, Nature of Consultancy Practice, and other issues.

MGT 402: Management of Multinationals and Globalization 3 units

It combines together the concepts and principles of International Business, Multinational Finance and OHADA Law to bring out a hybrid structure and model for multinationals in line with developments in IT and Networking.

MGT 498: Final Project 3 units

This is a senior project for all management majors as partial fulfillment for the award of a degree in business Management and entrepreneurship. It is a 6-credit course.

Marketing and Distribution Management

(See also Banking and Finance, Business Management and Entrepreneurship)

MRK 203: Introduction to Market Analysis & Research. 3 units

Enables students to dig out marketing info from target markets, be able to analyze it and to apply it to business development. Topics treated are: Components of a modern marketing info Systems, Internal Records System (the order-to payment cycle Sales info system, database, data warehouses and data mining), Marketing Intelligence System & Marketing Research System (Suppliers of Marketing info: Research Department, Marketing Research Process, Data Sources, Research Approach, Research instruments, Types of questions, Sampling Plan, Contact Methods, Barriers to market research, Knowledge Networks, Marketing Decision Support System, Forecasting and demand measurement (preview)

MKT 301: Market Segmentation and Positioning 3 Units

Scanning the Market Environment, Identifying and Responding to the Major Macroeconomic forces (demographic, Economic, Natural, technological, Political-Legal, and Socio-Cultural Environment, Levels and Patterns of Market Segmentation, Market Segmentation Procedure Effective Segmentation, Segmenting Consumer and Business Markets, Targeting (Evaluating, and Selecting the Market Segments, and Additional Considerations); Developing and Communicating a Positioning Strategy: How many Ideas to Promote and Positioning Errors: Under positioning and Over positioning, Doubtful Positioning, Differentiation with Respect to Product, Services, Personnel, channel and Image

MKT 302: Marketing Management 3 Units

Market Planning and SWOT Analytical Model, SMART Model. Marketing movement process, marketing management function (s), Market and Marketing Organization and Operations Management, Corporate and Divisions Strategic Planning, Business Unit Strategic Planning, The Marketing Process Product Planning, The Nature and Content of a Marketing Plan, Analyzing Consumer Markets and Buyer Behaviour (Influencing Buyer Behaviour, The Buying Decision Process and Stages of the Buying Process), Analyzing Business Markets And Business Buying Behaviour., Competitive Forces and Competition, Designing the Competitive Intelligence System and Designing Competitive

Strategies.

MKT 304: Advertising and Marketing Psychology 3 Units

Definition and Concepts, Setting the Advertising Objectives, Deciding on the Advertising Budget, Choosing The Advertising Message, Deciding on Media and Measuring Effectiveness: Deciding on Reach, Frequency and Impact, Choosing among Major media Types, Selecting Specific Vehicles, Deciding on Media Timing, Geographical Allocation, Evaluating Advertising Effectiveness, Adverts and Sociology, Style and Appeal, Culture and Beliefs in Advertising decisions, The Cameroon Advertising Culture.

MRK 402: The Art and Science of Business of Advertising 3 units

Concepts of verbal and Non-Verbal Elements of Message in Prints, Radio and TV Advertising (Mood Creation, Getting Attention, Interest, Credibility and Action); The Art of Creating Print Advertising (Designing the Print Ad, The Use of layouts, Advertising Design and Production, The Creative and Approval Process: Thumbnail Sketches, Rough Layout, Competitive Layout, Dummy Layout, Mechanical Layout, Approval of Layout); Effects and Use of Computers on Graphic Design, Principles of Design: Which Design Formats Work Best Versus Standard, Postal Style Format ; The Use of Visual and Print Adverts (Purpose of Visual, Chief Focus, Selection Process, Copywriting and Formats for Print Advertising, Headlines and role in Adverts, Creative Headlines versus Attention, Interest, Credibility, Desire and Action; Subheads, Body Copy and Stands, Formatting Seals, Logos and Signatures ; Electronic Media Copies of Adverts, . The Role of Arts in Radio and TV Advertising, Developing the Artistic Concept for Commercial (Straight Announcement, Presenter, Testimonial, Demonstration, Musicals, Slice of Life, Lifestyle, Animation, Story Board Design), Creating Art for International Markets (Translation and Cultural considerations).

MRK 403: Distribution Channel and Logistics Management 3 units

Total Value Chain Analysis and design, Distribution Logistics Concepts, Distribution Networks, Inbound and Out bound Tele Marketing Logistics, Channels for Direct Marketing (Face-to face selling, Direct Mail, Constructing a Direct Mail Campaign, market Logistics and Supply Chain management, Demand Chain Planning (DCP); Market Logistics Objectives and Traffic Manager, Shipping Department and Inventory Manager, Market Logistics Decisions (Order Processing, Warehousing, Inventory Transportation).

MRK 404: Supply Chain Management 3 units

Supply chain elements and concepts, Scope of supply chain, from materials procurement, purchase, production planning and scheduling, warehousing, inventory management. Elements of transportation, distribution, customer service, environmental factors, technology contribution and marketing distribution management.

MRK 405: Market Research and Data Capture 3 units

This handles Forecasting and Demand Measurement, Sources of Data Collection, Design and Use of Surveys, Opinion Pools and Questionnaires in Relation to Interactive Product Conception, Design Development and Sales Delivery; The development and Use Market Research Data Repository, Updating and Time Services, Analyses in Sales and Marketing Figures.

MRK 413: Public Relations and Public Psychology 3 units

Definition and Concepts, The Role of The PR Department in Organizations, PR and Third Parties Issues (Customers, Suppliers, Government, legality); Publicity: The talking Arm of Public Relations, Ethics and PR, PR Programme, Publicity Versus Advertising with respect to Public Psychology, Integrated Marketing vis Public Psychology and PR,

ITLM 209: Design and Analysis of Logistics Concepts I 3 units

Knowledge of design and analysis (DAS 201 AND 202) applied to the planning, analysis, operations and management of logistical challenges like natural disasters, rescue operations, ports operations, census operations, operations management in companies etc. Plenty of examples and design assignments and term papers.

ITLM 202 Introduction to Transport Logistics 3 units

Linear Programming and What - if Analysis, Characteristics of transportation problems, Modeling Variants of Transportation problems, Applications, Assignment Problems, Modelling Variants are treated. Transportation means, modes, media, systems, and ingredients.

ITLM 204: Introduction to Supply Chain 3 units

Scope and issues of supply chain. From material procurement to customer service, detail analysis of these concepts and their role in the logistical process and management. Real world cases and substantiation and term paper presentations will be required.

ITLM 206: Introduction to Warehousing 3 units

Definition of warehousing, types, nature, sitting, design, functions, structure, activities, processes, storage Vs distribution functions, JIT,RIT, throughput, material handling systems, warehouse optimization, and management.

ITLM 208: Design and Analysis of Logistics Concepts II 3 units

Real world cases and term paper write-ups and presentations.

ITLM 301: Production Planning and Scheduling 3 units

Issues of production planning: strategic, operational and tactical planning, MRP, DRP, HRP, FRP, inventory issues, warehousing elements, JIT, RIT , coupling and decoupling, material procurement and purchasing.

ITLM 303: Inventory Planning 3 units

Inventory management techniques, JIT, RIT applications, ABC analysis, accounting cycles, CSF, QFD, security of inventory, MRP, and cases.

ITLM 305: Routing and Interconnection Networks 3 units

Routing analysis, minimum and maximum flow problems, allocation problems, interconnection structures, DRP, transportation considerations and logistical management optimization, optimization and resource management.

ITLM 302: Environmental Factors in Logistics Management 3 units

Issues affecting logistics issues and management: plant location, issues, warehouse issues, inventory issues, insurance and tax considerations, regulatory environment, and supply chain management issues. Plenty of Cases and substantiation.

ITLM 304: Distribution Management 3 units

DRP, MRP, distribution channels, channel analysis, channel integration, transportation issues, marketing management, customer service issues, supply chain issues and their impact in distribution planning.

ITLM 306: IT Logistics Management 3 units

Information technology planning, organizing, coordinating, directing and marketing. IT personnel management, hardware and software issues, technology applications and optimization. Technology and competitive advantage and productivity.

ITLM 401: Air Transport Management 3 units

Air transport medium, mode, means, systems and facility. Airports and traffic control and logistical management of parking lots, landing fees, facility pricing and service management. Airport Security, freight and passenger management.

ITLM 403: Maritime Transport Logistics Management 3 units

Maritime transport issue, maritime law, nautical measurements sea year, admiralty and seafaring, means, modes, medium and facilities. Ports organization, shipyard engineering, material handling systems and international trade.

ITLM 405: Radio Signal Logistics Management 3 units

Communications issues in logistical management, Communications applications like GPS, satellite communications and impact on the distribution systems and distribution chain.

ITLM 409: Design and Analysis of Logistics Networks 3 units

Prerequisite is ITLM 208 AND 209. Practical design assignments and term paper presentation, of logistical networks.

ITLM 402: Parking Lot Logistics 3 units

Design of parking lots, pricing systems, space optimization, management of parking lots. Personnel recruitment, security planning and implementation, MRP, drive-in and drive-out systems and customer service management.

ITLM 404: Performance Analysis of Logistics Networks 3 units

Performance evaluation, analysis and interpretation, performance comparison, optimization. QFD, competitive advantage, profitability, performance measurement metrics, performance levels, performance standards, process performance, outcome performance, performance improvement, from cost to performance management, performance planning and strategy development, PIECES analysis, performance sustainability and corporate leadership.

ITLM 406: Multi objective Optimization of Transport Logistics 3 units

It is a specialized course aimed at analyzing cases, objectives and constraints in problems and opportunities that

optimize logistics operations for both internal and external purposes, especially when better ways are sought to maximize recourses and profit, or minimize cost and time.

ITLM 408: Advanced Intra and Inter-Urban Distribution Logistics Management 3 units

Examines the value chain activities and constraints of delivery in a metropolitan city of a developing economy like Douala, Yaounde and Bafoussam in Cameroon, taking into consideration objectives of Cycle Time Reduction, Taround time Minimization, JIT And RIT, and Total Quality Improvement.

ITLM 410: IT Law and Regulations 3 units

The course simply examines the current laws and Acts enacted in Cameroon under DHADA Law Regulating Contracts for the Carriage of goods by road; Ethical Challenges in inventory handling and costing, IT management and Strategic Advantage, Sourcing and Use of IT under the Going-Concern Principle of Business. Meant for IT majors, with cases and applications.

ITLM 412: Logistics Management Practice 3 units

It handles the interdisciplinary role of It and Logistics Management in Marketing and Selling, Production and Operations, Human Resource and Administration Internal Control and Auditing, Public Relations and The Law, with particular reference to the underdeveloped and near-transition economies of the Central African Sub-Region.

CSC 415: E-Business Logistics 3 Units

Handles logistics of Businesses over electronic media. Topics covered depend on modern applications.

DAS 401: Service Management

Principles and Concepts, Types of services: Business Services, Trade Services, Infrastructure Services, Socio-personal Services, Public-Administrative Services, Manufacturing services. Characteristics of services: Function, Nature, Attribute, Supply, Seller, Buyer. Service delivery. Service classification: Service factory, Service shop, Mass service, Professional service. Service package, Service delivering, service bundle, activity, service process and service operation. Service natures: Customer participation, Simultaneity, Perishability, Heterogeneity, Volatility, Transferability. Service delivery methodology. Service Quality, Service scope and servicescape, cost of service, service process control, and statistical process control. Benchmarking services, Total Quality Service Management (TQSM), Service improvement management, total quality services, service quality control, service engineering,. New service development (NSD) process cycle. Service blueprinting, front-end and back-end services, service optimization, of first impressionist and impresario in customer orientation, service encounter triad, Service SWOT, SMART, PIECES analysis. Form-Function and Function-Form service facility design approach, communication-Transportation oriented design approaches, Service queue behaviour and service capacity influence on the design objectives, customer arrival pattern influence on the design of service facility. Service metrics: Services cope, Services cape, Service scope rope and Service rope scope, Service Planning: Expected revenue approach, Set covering model approach, Futuristic approach. Service nontraditional location strategies: Competitive clustering, Saturation marketing, Marketing intermediaries, Communications-transportation trade-off, Information Orientation

Department of Agriculture and Energy Management

AEM 205 Agric Microbiology

The diversity of life viewed through the six kingdoms of life, properties of life, including cellular organization, metabolism, homeostasis, growth and reproduction, heredity, The organization of life, including the cellular, organismal and population levels. Biological themes

Like evolution, energy flow, cooperation, structure determines function, homeostasis. The theory of biological science: cell theory, gene theory, theory of heredity, and the theory of evolution.

AEM 207 : History and Evolution of Agriculture

The evolution of plants, plant form and function, vegetative plant development, plant nutrition. The evolution of animals, animal form and function, animal nutrition, and the energy needs of animal cells. The climate factor and food production, the energy needs of man, the food chain, food scarcity, planning for 'rainy days', food storage problems and the development of a human diet and search for an abode. The settlement outcome from agriculture, Domestication of animals and plants. The primitive forms of agriculture, evolution fo agriculture to modern day practice and discipline.

AEM 202: Cell Biology

Cell structure, cell formation, eukaryotic and prokaryotic cells, cell membranes, cell–cell interactions, energy and metabolism, energy transformation, cell reproduction, cellular organisms, cellular mechanisms, primitive forms of life.

AEM 204: Energy Sources and Usage

Energy defined, Energy and metabolism, how cells harvest energy. Energetics: including activation energy, catalysis, and enzymes, oxidation and reduction, electron carriers, higher-energy phosphate compounds and adenosine triphosphate (ATP). Energy release in biological systems, fermentation, respiration, oxidation and phosphorylation, the energy cycles including carbon, phosphorous and nitrogen cycles.

AEM 206: Tropical Agriculture

Definition of agriculture from the fundamental and roots of the meanings of 'agric' and 'culture'. The origins of agriculture, components of culture, roots of culture, early plants and d animals kept and grown by man, the evolution of agriculture, early forms of animal husbandry, and domestication, cultural hearths, the structure of culture, culture change, cultural diffusions, acculturation and cultural modification. Types of tropical agriculture; subsistent agriculture, extensive subsistent agriculture, commercial agriculture, fishing, forestry, introduction to terrace farming, hydroponics, other techniques of farming including crop rotation, artificial fertilizers etc

AEM 208: Fauna and Flora

ENR 307: Drainage and Water Pollution 3 units

Design of drainage systems in cities and the influence of climate. Effects of poor drainage systems. Sources and characteristics of waste waters. Biological and ecological changes in the aquatic environment resulting from domestic, industrial, radio-active and agricultural wastes and methods of their evaluation. Assessment of pollution in the aquatic environment. Composition and factors effecting the distribution of benthic invertebrates.

ENR 305: SOIL SCIENCE 3 units

Defintion of Soil and soil science, the elements of the field of soil science including pedosphere, the geosciences , the Earth conceptually. The conceptual perspective of pedology and edaphology, the two main branches of soil science. Soil in its natural setting. Edaphology,in relation to soil-dependent uses. Including soil physics, soil chemistry, and soil biology. biosphere, atmosphere and hydrosphere . Integrated soil-centric concepts , soil in

the context of climate change, greenhouse gases, and carbon sequestration.^[5] Interest in maintaining the planet's biodiversity and in exploring past cultures , soil types , soil survey , Soil regions of the world, soil morphology, soil taxonomy, soil texture, soil porosity, soil patering, uses of soil, environmental soil science, soil formation, soil characteristics, and properties, soil profiles, soil materials, soilvolumetrics and podometrics, soil horizons, soil plasticity, particle sizes, soil classification, soil functions

AEM 309 Genetic Engineering

Definition of genes, genes and inheritance, introduction to genetic mapping, introduction to molecular genetics (DNA and RNA), genetics of variation, developmental genetics, functioning of genes, gene technology, genomes and genomics, gene expression, gene tempering and genetic engineering. Population and evolution, genetic blueprinting and super species.

AEM 302 Food Crop Farming

AEM 304 Agric Economics

AEM 304 Agric Extension Services

AEM 306 Agronomy

AEM 310 Animal Science II

ENR 316 Agriculture and Land Use

312 Agric Pests Management

401 Commercial Animal Husbandry

AEM 403 Cash and Food Crop Production

ENR 407 Endangered Species

AEM 408 Biofuels and Bioenergy Engineering

AEM 401 Landfill Management and Biomass Engineering

AEM 404 Food Chains and Global Food supply

AEM 406 Food Processing Technology

AEM 408 Down stream Agriculture Products Marketing

AEM410 Agric Policy and Administration

AEM 412 Subsistence and Commercial Farming

AEM 414 Agric Engineering

AEM 499 Final BTech Project

AEM 307 Bioenergy Conversion

Definition of bioenergy and biofuels , generations of bio fuels, the biochemical process in the production of biofuels, including biomass, biodiesel, bioalcohol, biomethanol. Biogas, biohydrogen, bioe DME, micro algae, hydroponics. Sources of biofuels, their energy balance and energy efficiency , food Vs biofuel politics, climate change diplomacy, economic impact and implications of biofuels to the developing economies of the tropics, energy balance perspective of the future etc.,

ENR 301 Global Warming

Definition of global warming and of climate change, causes of climate change, remote causes , immediate causes, Carbon emissions, Chlorofluorocarbons(CFCs), emissions and their effect on climate change.

Stratification of the different spheres of the planet earth, The effect on global warming of the depletion of the Ozone layer, the causes of the ozone hole, environmental impact of Global warming , Effect of GW on the ice caps of the poles, the rising sea level, natural disasters, desertification, desert encroachment, prolonged drought, severe hurricanes, and other effects on the climate caused by global warming. Climate change diplomacy, Green House effects, Carbon footprinting, carbon tax policy. International treaties on climate change and global warming with focus on the Kyoto Protocol and now Copenhagen. The Global efforts to reduce climate change, possible consequences of non action , the lack of goodwill on the part of national governments.

ENR 303 Urban Pollution and Waste Management

Definition and forms of urban pollution, the causes and effects of urban air, water and land pollution, urban drainage problems. Sources of urban pollution including garbage disposal, industrial waste, automobile exhaust gases, problems of rapid urbanization and poor urban planning, sewage technologies and treatment, urban drainage systems, landfills and incineration with their environmental consequences, energy flow in urban areas, the benefits of separable design of human settle and industrial zones. Some urban pollution control techniques including stormwater treatment, vertical gardens, carbon footprinting tax, urban transportation planning, automobile exclusion zones, energy efficient housing, energy management, parks development etc.

ENR 309 Ecological Systems Equilibrium

Definitions and concepts of ecosystems, the fauna and flora balancing ecosystem, the energy cycles, food chains, the three main cycles of nature: Nitrogen cycle, carbon cycle and phosphorous cycles. The interplay of the three cycles , energy conservation, Natural Selection theory and Darwins' postulates of the origins of Species. Standard Compositions of air, water and soil. Energy equilibrium, food equilibrium, atmospheric equilibrium, aquatic equilibrium, soil equilibrium, biotic equilibrium of the different media, non-biotic equilibrium. The interrelationship of the of the different equilibria.

ENR 313 Mineral Exploitation and the Environment

Concepts and definitions of mineral exploitation, solid mineral exploitation, fossil mineral exploitations techniques and technologies.

Top soil, subsoil and crust exploitation methodologies and technologies. Checklist of minerals on top- sub and deep soil. Mineral exploitation techniques and their environmental impact assessment. Effects of overexploitation mineral resources, the economic effects of mineral exploitation. Nature, modes and types of environmental effects of mineral exploitation. Environmental risk assessment of mineral exploitation, impact assessment techniques and environmental control.

ENR Deforestation and Conservation

Definitions and concepts of forestation, reforestation and of deforestation, types of forest including ponderosa pine forest, coastal Douglas Fir, forest, western sub alpine forest, long leaf pine forest, jack pine forest, tropical rain forest, desert forest, sahalian forest and Forest Inventory. Forest health including characteristics, symptoms, human activities, ecological principles. Emphasis will also be laid on deforestation vectors like: fire, wind, diseases, human activities, natural disasters and pests. Abiotic and animal caused causes, Forest diseases and disease-causing organism. Nursery, root, foliage, stem and branch diseases. Forest decline, ect. Forest

conservation principles and concepts; management of forest diseases and entomology, disease detection, recognition, and management strategies, silviculture, fire management, insect defoliators management, bark and ambrosia beetles management. Regulatory policy, Law enforcement and monitoring.

ENR 302 Industrial Pollution

Definitions and concepts of industrial pollution, sources and characteristics of industrial pollution, industrial land, water and air pollution typology, industrial pollution treatment processes, pre and primary treatment including equalization, neutralization, sedimentation, oil separation, sour water strippers, flotation, coagulation and heavy metals removal, eutrophication. Water Pollution: general principles including geochemical cycles, residence time and pollution, point and non-point pollution systems. Industrial air pollution:

Industrial Air Pollution: Atmospheric chemistry– the cycles and residence times, cost of air pollution, types and sources of air pollution, particulates, carbon gases, sulphur gases, nitrogen gases, ozone and chlorofluorocarbons (CFCs), lead, acid rain.. Air pollution and the weather: thermal inversion, impact on precipitation. Air pollution control. Industrial land pollution: toxic waste dumping, Aeration and mass control, biotic and abiotic waste treatment, chemical oxidation, sludge disposal techniques etc.

ENR 304 Toxicity and Toxicology

Definition of and mechanisms of toxicity, toxication , Environmental toxicology including air pollution, radiation, aquatic and terrestrial ecotoxicology. Air pollution sources and hazards(indoor and outdoor effects), Modeling toxicology: types of models, exposure modeling, toxicology and geographic information systems. Ecological risk assessment. Food toxicology, Analytic/Forensic toxicology, occupational toxicology, Regulatory toxicology.

ENR 306 Radiation Pollution and Regulation

Definition of photochemical air pollution, phototoxicity, photo toxicology. Radioactivity, radioactive contaminants, air and ash emissions, environmental releases of radioactivity, natural radioactive pollution, volcanic eruptions. Radiation absorbent dose, human cancer risk from radiation, industrial risk level, toxic effects of radiation, radioactive materials, regulation and control of radioactive pollutants, legislation, measurements and risk impact assessment.

ENR 308 Air and Water Pollution

Part I: Water Pollution:General principles including geochemical cycles, residence time, residence time and pollution, point and non-point pollution sources, industrial pollution (see ENR 302), Organic matter including nature and impact assessment, biochemical oxygen demand, eutrophication, agricultural pollution from fertilizers, sediment pollution, pesticides and herbicides, surface water dredging, aeration, decontamination etc. Part II: Air Pollution Atmospheric cycles and residence times, cost of air pollution, types and sources(see ENR 302), Acid rain, air pollution and weather including thermal inversion, precipitation, Air pollution control including air-quality standards, control methods, automobile emissions, cost and effect and regulation.

ENR 310 Wild Life Conservation

Definition of wildlife, review of biodiversity, wild life taxonomy, wildlife habitat, the wildlife consortium-births, vegetation, animals, marine life. Wild life ecology, co-habitation, commensalisms and predation. Analysis of plant and animal life. The human at the head of the food chain. Principles, concepts and techniques of conservation. Habitat conservation, Conservation work in rainforest, deserts, savanna, temperate. Bush fires and wild life endangerment.

ENR 312 Environmental Education

Principles, concepts, laws and definitions of environmental education. The pros of environmental education, educating the individual, organizations, governments, communities and society on environmental issues. The role of environmental policies, Env Policy architecture and structure. Environmental education careers, their roles, job analysis /description and disciplines including: Environmental journalism, Environmental Entrepreneur, Earthshipping, environmental film maker, wild life research biologist, waste manager, wild life trooper, Environmental educator, climate change advocate, environmental lawyer. Developing school curriculums with mandatory environmental education, Environmental awareness, environmental impact assessment, environmental entrepreneurship skills.

ENR 314 Cases in Environment and Natural Resource Management

Cases approach to environmental management in diverse areas including: Env. Economics, Global warming, Climate change, Ozone Diplomacy, Env. Laws, Forest Management, pollution, conservation, Env. Education, land use, Impact Assessment, policy etc. Cases should be well developed and documented including the environmental economic benefits and advantages.

ENR 315 Agriculture and Land Use

Definitions, principles and concepts of relevant theories. Architecture and structure of agriculture and its spatial analysis, the political ordering of space, land policy and ownership, landscapes patterns, Subsistent agriculture, commercial agriculture. Resource exploitation. Land uses including: settlement patterns urban development, landuse and land cover, waste and waste management, soils and usage. Land use planning, rural land use, urban land use, land use options (singular, multiple and sequential uses), Farming techniques Vs land use Vs food yields, farming methods and land use, land reclamation, land regeneration, land enrichment, land wear and tear due to agriculture and other uses. Farming, soil fertility, desertification, sustainable agriculture, transportation and land use, Mining

ENR 401 Environmental Policy and Administration

The nature of environmental issues and politics, forces of environmental politics, institutions and actors in environmental politics, environmental policy models, the scientist, science and the environmental policy process, environmental interest groups, environmental activism, mainstreaming environment with politics, driving forces behind environmental politics, dichotomy in environmental issues, international environmental law and treaties review, environmental justice, who is in charge and where, who is who in environmental administration, the role of the UN and its relevant institutions. Environmental summits and their consequent protocol agreements: Kyoto, Rio De Janeiro, Copenhagen etc. The ISO 14000 standards, environmental audit process, environmental governance structure and architecture.

ENR 402 Natural Resource Conservation

Main natural resource conservation problems: resource depletion, pollution and extinction. The root natural conservation problem: sustainable world and resource conservation. Making natural resource conservation decisions– decision making model, role of scientific approach in conservation. Review of ecological systems equilibrium, species interaction: predation, competition, parasitism, mutualism and commensalism. Natural resource conservation: the cycles of nature, cycling of materials: water cycle, carbon cycle, nitrogen cycle, phosphorous cycle, and their conservation technologies. Conserving the grassland, forest and the tundra. Mineral conservation, climate conservation, soil conservation, forest conservation, desert conservation, marine conservation, air conservation, energy conservation, land conservation, Natural resource conservation paradigm, and management . Conservation skills and techniques.

ENR 403 Environmental Law

An anatomy of national and international environmental pacts, agreements, treaties and conventions. Laws governing hazardous waste (the Superfund Act), Resource law: water (surface and ground water laws), Minerals and fuels(mineral rights, mine reclamation, international (laws of the seas and economic exclusive zones eg. Antarctica), laws relating to geological hazards, natural disasters and climate change. Laws relating to deforestation, poaching, environment duration, carbon emission and natural disasters etc. Laws relating to wildlife conservation, and ecology.

ENR 404 Environmental Impact Assessment

Environmental risk analysis: Roll call of environmental problems: Transport, burial, spillage, leakages, clean-up ,problems of hazardous waste, insurance, scientific modeling of environmental problems, human, water, chemical, biological and radioactive risks. Phase I, II and III site assessment procedure and methodologies.

ENR 405 International Environmental Treaties

Recall of international environmental treaties: general issues, binding and non binding treaties, treaty enforcement, role call of international environmental agreements and their principal preoccupations on: marine pollution, international rivers, seas and ocean Waterways, fauna and flora, wild life, nuclear , air pollution, bilateral agreements, multilateral agreements, cost distribution. International environmental protocols: Montreal, London, Basel, Kyoto, Rio De Janeiro, Copenhagen ,

ENR 406 Green Policies

The historicity and historiography of 'green', chlorophyll and the green colour, biology of the green substance and photosynthesis, chemistry of photosynthesis, the food conversion process, the food chain and the green substance, the role of plants in the natural cycles, The green movement, green ideology, green philosophy, green army, going green, green policies, green houses, and green house gases, carbon emissions and global warming, green fields, energy efficiency: renewable sources, energy efficient cars, houses, industrial processes, environmental protection Acts, Ozone protection, CFCs, climate change, biomes, carbon trading, carbon taxes, carbon foot printing etc. Earthships and greenhouse earth. Business greening: green accounting, green manufacturing, green marketing, greening the CFO, Green product development, green strategies, environmental entrepreneurship.

ENR 407 Endangered Species

Checklist of endangered species, the Endangered Species Act in the US, Prevention of extinction, prevention of poaching, the biodiversity treaty, saving individual species, ecosystems approach, sustainable approach, the human factor, Trade policy on international market on endangered species,

ENR 408 Urban Waste Management

Solid waste nature and types, recycling waste, producing less waste, Hazardous waste: sources, dangers and management(produce less, reuse, convert into less hazardous state, incineration, land disposal etc), urban waste toxicity and disposal. Municipal waste disposal: open dumps, sanitary landfills, incineration, ocean dumping, sewage treatment, septic systems, radioactive waste, urban wastewater management: storm water, eutrophication etc. Noise pollution and health hazards, exhaust wastes from industries.

ENR 409 Human Settlement and the Environment

Human activities and the environment, review of land use: mining, agriculture, mineral exploitation, urban settlement, industrialization and industrial pollution, waste management, settlement patterns and urban development, population growth, food Vs Fuel Palaver, uneven distribution of population and its consequences, disruption of the natural environment, man-induced natural disasters, mass movements and human causes, environmental resources, people and resource degradation: water, air, soil, minerals and rocks, energy,

ENR 411 Environmental Engineering

Theory of environmental resources, resource depletion, and degradation. Environmental engineering: resource regeneration, replenishing, resource multiplication, renewable resource engineering: renewable energy, renewable usage, resource replacement, resource diversification, resource innovation, resource sustainability, cycle chaining etc Environmental value analysis, value chains, value added and value engineering. Environmental standards: ISO 14000 standards, Total Environmental quality management (TQEM), environmental process reengineering, simultaneous engineering, concurrent engineering and regeneration. Environmental green policy: green accounting, green finances, green manufacturing, green distribution, green HRM policies, social engineering, environmental entrepreneurship, carbon trading, climate change engineering and environmental education.

ENR 412 Environmental Geology

The earth and its minerals, the rock cycle, types of rocks, plate tectonics, natural phenomena: earthquakes, floods, wild fires, climate geology, resources: air, water, soil, minerals, rocks, forest. Composition of earth, world's fossil fuel reserves, forest reserves, petrology and mineralogy, sedimentology and geomorphology, landscape modeling and cartography, topography and topology. The world's climatic regions and their characteristics. Pollution and pollution control.

ENR 413 Environmental Economics

Age of environmentalism, environmental leadership, the 'green Wall' and environmental management integration, environmental economic analysis, environment Vs Growth Vs Development. Natural resource economics, environment as a social and economic asset, emissions, ambient quality and damages, environmental benefits

and cost, economics of environmental quality, impact analysis, environmental cost benefit analysis, environmental risk assessment, environmental cost assessment, environmental policy analysis, environmental laws, carbon taxes, carbon credits, carbon exchange etc.

ENR 414 Environmental Management Information Systems

Developing corporate environmental strategies, environmental management strategies: cause and effect analysis, Total quality environmental management (TQEM), architecture and structure of MIS and EIS, IS management activities, four fundamental information management strategies, EIS process model, business process reengineering, preview of environmental impact assessment, environmental reporting, sources of environmental management information. Geographic Information Systems.

Course Materials for Film Making and Mass Communication

Media Research Methods

Students are exposed to the basic principles of descriptive and inferential statistics. They also focus on acquiring the analytical and interpretative skills needed to understand and apply research findings. Emphasis is to acquire an understanding of methods used across different segments in the media industry and the ability to take part in post-research decision-making.

Media Law and Ethics

Students are introduced to media law to heighten their awareness of basic legal issues and legal processes that they will encounter in the media industry. The focus is on imparting some fundamental concepts and doctrines in law primarily in media-related areas such as defamation, contract, confidence and copyright. This module will equip students with sufficient knowledge to recognise the legal boundaries within the relevant media industry and also situations that require legal advice. The legal and ethical issues related to the practice of mass communication: Federal and State laws regulating the media; freedom of information, libel, privacy, access, copyright, obscenity, advertising and broadcast regulation; ethical issues and problems related to the media; the social responsibility and self-regulation.

Advanced Public Relations

Students will develop advanced public relations skills in areas such as media relations, PR research, electronic PR, financial PR, PR budgeting, issues management and crisis communication. Central to this module is the strategic development of a major PR campaign for a real client. Students perform under actual industry expectations, by competing in "consultancy" teams.

Book Writing & Publishing

Students are trained to appreciate writing for and working within the book publishing industry. This module exposes students to real-life experiences in publishing a trade and/or professional book with an external publishing house. Students also engage in creative writing for publications and learn to conceptualise, design, market and distribute a book.

Conventions & Exhibitions

Students are given an overview of the MICE (Meetings, Incentives, Conventions and Exhibitions) industry. The objective is to provide them with a working knowledge of MICE industry principles and the mechanics of designing, planning and managing a typical MICE event such as a conference, convention or seminar. Students are exposed to industry practices through visits, guest speakers and by planning a MICE event for an external client.

Documentary Production

Students are introduced to the practical, technical and theoretical issues in non-fiction filmmaking. They are exposed to the different modes of documentary representation and the appropriate usage for each style. They will then work individually and later, in groups of four to apply the technical skills and creative choices that they have learned in class to shoot and edit their own video documentaries.

Photojournalism

Students are exposed to various aspects of contemporary photojournalism, focusing on expression of ideas and stories via the medium of photography. Students learn the principles of natural light photography, use of the SLR (single lens reflex) camera and darkroom techniques to develop and enlarge black-and-white photographs. They will develop a portfolio of their work and end this module with a photo-essay project.

Radio Journalism

Emphasizing on the development of editorial, writing and production techniques specific to radio news, students are introduced to different news/current affair formats while learning how to enhance them. Students who are producing and presenting the daily news bulletins for the campus station, Radio Heatwave get to simulate the radio newsroom environment. Students also produce a weekly news package for Radio Passion 99.5FM.

Industry-based Project (IBP)

Students will undertake a number of group projects of industry standards - either independent career-related or research-related projects - in their areas of interest. They will have opportunities to work with real clients.

Industrial Attachment (IAP)

Students will be placed on an industrial attachment matching their abilities and interests for one semester.

Media in Society

Students are introduced to the history, processes, structures and technological development of the various forms of mass media such as broadcast, print and the Internet, and to media-related industries such as advertising and public relations. This module also presents an overall picture of the structure within the local media industry as well as the roles and functions of various regulatory bodies in Singapore. To create socially responsible media practitioners, students will also learn to think critically about the media through media critique exercises.

Speech Communication

Students will learn how to become composed, credible and articulate speakers in a variety of professional situations. Special attention is paid to identifying and developing verbal and non-verbal communication skills, as

well as cultivating strong and expressive vocal characteristics. Students are also taught to organise their ideas logically and to use appropriate visuals to support vocal delivery.

Radio Production 1

Students will develop fundamental critical listening, writing and audio production skills to produce effective productions for radio. They will have hands-on experience in the audio production studio to learn about splice and dub editing as well as digital audio editing techniques. A laboratory study of the basics of audio and radio production; conducting informal interviews; script writing for radio commercials and announcements; the implementation of format and the evaluation of studio performance. Lab hours and special fee required

Social Psychology

Students are introduced to the processes of human communication at the intrapersonal, interpersonal and small group communication levels. This module examines the processes of social influence that occurs at these levels. Emphasis is on reflection and requires students to apply learning to their own lives. In addition, they will have to cultivate through application, both higher-order and critical thinking skills.

Introduction to Mass Communication

An overview of the process of mass communication and the mass media. The difference between human communication and mass communication; the elements, functions, impact and effects of mass communication; the profile of broadcasting, film, journalism, advertising and public relations; careers in mass communication.

Organizational Communication

Study of the role, functions and use of communication within business and non-profit organizations; the assessment of communication needs in organizations; planning of communication programs and activities; choice and use of different media and evaluation of communication programs.

Communication Graphics

The creative use of typography, layout and design in print media, advertising, and public relations; basic knowledge of various printing processes and computer graphics.

Advertising

Students will acquire basic skills in creative concept development to execute concepts in print and broadcast media for the advertising industry. These include the development of print ads, direct mail, brochures, pamphlets, posters, radio and television commercials. This module further examines the shaping of creative strategies for leading international and local advertising campaigns in Singapore and tactics on selling and defending creative ideas.

Students will get to enhance their learning of strategic advertising campaigns through the process of working in collaboration with industry players. Corporations provide students with actual marketing briefs, which the students have to translate into an entire advertising proposal. The proposal covers various stages of an advertising campaign from the development of advertising strategies and creative concepts to selective media message delivery and finally, the execution of the campaign. Direct and Mail Order Advertising Study of direct and mail order advertising. Topics include mailing lists, direct mail, copy writing, planning and creation of direct mail

Television Studio Production

Techniques of television production from scripting to directing; topics of study include elements of various forms of television writing, production, design, lighting, graphics, program planning and production practices in a workshop setting. Lab hours and special fee required.

T.V. and Cable Programming A structural and critical examination of television and cable programming: genres, strategies, programming practices, criticism, regulations, issues and trends. Video Production: A course in the setting up and operation of portable video equipment, as well as writing and production of various video program forms. Lab hours and special fee required.

International Communication

A comparative study of the mass communication and media systems of nations under varying social, political and economic systems; their development, structure, function and current state; political and economic factors that influence them; factors that facilitate or restrict the flow of national and international communication in those countries.

Writing for TV and Video

This course is designed to give the beginning student an overview of screenwriting specifically for the television and video industry. Concepts to be introduced include: various media formats, concept developments, plot developments, writing treatments, scene construction, character development, idea generation, brainstorming and marketing.

Feature Writing

Preparation of feature articles for the print media: discovering and researching ideas; techniques of writing various kinds of feature articles, emphasizing human-interest factors and literary devices.

Copy Editing

A detailed study of contemporary copy editing practices: the role and responsibilities of the copy editor; techniques of news editing, headline writing and photo editing; basics of newspaper layout. Prerequisite: MCO 275 or MCO 213. Formerly CMA 478. 3 credits.

Special Topics in Mass Communication

Designed to offer an extensive study opportunity in an area of specialization not covered in great depth by existing courses. Topics such as "Media Management," "Educational Broadcasting," "Editorial Writing," "Women and Film," "Desktop Publishing" and "Web Page Design" may be offered.

Seminar in Mass Communication

A synthesis of theoretical knowledge and applied research skills in student's area of specialization in mass communication. It is the culminating experience of the BA program in mass communication. Capstone Course. Prerequisite: Majors with senior status.

Journalism in Contemporary Society

This course assesses the role and impact of the press in contemporary society and examines the major issues which confront journalism.

Interpretive Writing

This course examines journalism and its role as a medium that can be used for developing and forming opinion and criticism in areas ranging from politics and government to the arts. Students will explore the art and practice of writing editorials, essays, columns, op-ed articles, reviews, and other interpretive forms. The course will also include analyses of major 20th Century writers and critics. (3 credits)

Electronic Graphics and Publication Design

A hands-on course in electronic graphics design for print and the web that will familiarize students with both the technical and conceptual aspects of information visualization. Publication design for newspapers, newsletters and magazines as well as Website design will be covered. (3 credits)

Converged Technologies This course provides a critical and analytic perspective that can be used to analyze the uses of and creation of converged communication products, services and ventures, with a particular emphasis on emerging and new communication technologies from historical, business, financial, technological, consumer and policy perspectives. Applications will include corporate communication, entertainment and public relations.

Courses designed to provide instruction in a specific area of journalism or to explore current developments in the field. Possible topics include "**Advanced Desktop Publishing,**" "**Advanced Computer Graphics,**" and "**Interactive Media.**"

Media Management and Economics

Electronic Graphics and Publication Design

A hands-on course in electronic graphics design for print and the web that will familiarize students with both the technical and conceptual aspects of information visualization. Publication design for newspapers, newsletters and magazines as well as Website design will be covered. (3 credits)

Converged Technologies This course provides a critical and analytic perspective that can be used to analyze the uses of and creation of converged communication products, services and ventures, with a particular emphasis on emerging and new communication technologies from historical, business, financial, technological, consumer and policy perspectives. Applications will include corporate communication, entertainment and public relations.

Courses designed to provide instruction in a specific area of journalism or to explore current developments in the field. Possible topics include "**Advanced Desktop Publishing,**" "**Advanced Computer Graphics,**" and "**Interactive Media.**"

Media Management and Economics

A study of the organization, economic structure and business operations of newspapers and magazines, with special attention to organization, circulation, advertising and promotion. (3 credits)

Theories of Communication

A study of the theories, processes, systems, models and effects of human communication with emphasis on mass

communication. (3 credits)

Corporate Communication

This course presents an overview of the principles and practices of corporate communications in a modern society. It examines internal and external forms of communication for message design, promotional strategy, issue scanning and reputation management. It explores how to create and implement corporate communication plans that provide outreach to an organization's key stakeholders and how to evaluate the effectiveness of those plans.

International Communication

A survey of the communications systems of leading nations of the world and of the social, economic, and political factors that influence them, critical examination of problems such as international communications flow and the world information order; study of their impact on the operations of international and multi-national corporations and agencies. Not open to those who have taken COM 625. (3 credits)

Examination of the flow of information throughout the world, and the communication systems that deliver it both within countries and across international borders. Helps build appreciation of cultural diversity and how differences in culture, forms of government and information delivery systems affect worldwide communication.

PR for Entertainment and Sports

This course offers intensive study of an area of public relations specialization by examining essential elements of entertainment and sports public relations with an emphasis on strategies, campaigns, media relations, careers, publicity writing and promotional materials (3 credits)

Mass Media and the Information Age (3)

Critical analysis of the media of mass communication, their content, the sources and biases of their content, limitations of the media and effects of the media. Primarily for non-majors.

Intro to Mass Media Research introduces selected trends in journalism and mass communication research, the logic of scientific research, and six basic approaches to conducting journalism and mass communication research: (1) survey, (2) content analysis, (3) experimental, (4) qualitative, (5) historical, and (6) legal. The class also provides the oppor

tunity for developing a research proposal that may be the basis of a masters thesis or doctoral dissertation at a later date.

Fact, Fiction and Film: This course will explore the journalist's eye/I from ethical, practical, and contextual vantages. Writers must select and abstract. What principles, what motives guide their choices? How, for instance, does a journalist mediate the potential conflict between private views or feelings and public responsibility? How does s/he navigate the tricky interstices between personal ambition, public responsibility, and corporate imperatives? Similarly, how does a journalist cope with the demand for objectivity in a world philosophically devoid of such a stance? In practice, can a journalist do factual justice to his material while exploring the literary possibilities spurred by his/her imagination? We will examine a variety of works of fiction, numerous films, and

several works of non-fiction as we address these and other questions about the practice of journalism. We will see (mostly fictional) journalists at work. We will read journalists' work. We will read critiques of current journalistic contexts. Hopefully, such materials will provoke numerous questions about the relationship between image and reality, seeing and telling, public and private, eye and ...

Gender and Media This graduate course will explore the relationship between gender and media processes including media production, media representations, and media audiences. The course will address femininity and masculinity. In the section on media production we will learn about women's entry into the media workforce and debate the impact of women media professionals' identities on their work. In critiquing media representations, students will learn to analyze images of men and women from a variety of perspectives (liberal, radical, socialist, and postcolonial). How has the category of "woman" as a consumer become a "hot commodity" in late capitalism? Examining recent research on audiences, students will consider the possibilities for how we can increase our critical engagement with the gendered stereotypes in media culture. This course will have a robust international agenda; hence, we will discuss the media landscape in Africa, India, Europe, and Australia in addition to the United States. Avoiding a uni-dimensional focus on gender, the course will investigate the intersections and tensions among gender, class, race, and sexual orientation. Your major project will involve in depth critique of a specific set of texts of your choice--journalistic, advertising, or popular culture.

Literary Journalism: A study of literary forms and techniques used in journalism. Topics to be considered include formal considerations such as voice and structure, reporting methods, and ethical issues. Students will supplement reading with writing experimental pieces of their own.

Ethnographic Reporting In the Ethnographic Reporting and Writing course, each student chooses a community in Bloomington to cover. She spends time getting to know that community and its cultures before choosing an article topic. Only after she gains a strong familiarity with the community does she focus on an article topic that reflects the community's own values and priorities. The result is a long-form magazine article that presents the community to the world in an organic way.

Course Materials for Public Administration and International Relations

IRE 208: International Law

Objective: This course is to acquaint the students to issues of international law and international community.

Content: Review of the architecture and structure international community. The building blocks of international law, demarcation between national and international conceptualization of legality and legitimacy, prior and posteriori treaties to the League of Nations, the League of Nations Treaty, the UNO charter, the EU Charter and the Maastricht Treaty, The OAU AND au Charters, International Human Rights Law, International arbitration Treaty, The International Court of Justice, World Maritime Organization, NATO, The UN Security Council and World order, International Institutions: GATT, OECD, NAFTA, World Bank, IMF, WTO, etc. International business law etc

DEPARTMENT OF POLITICAL SCIENCE , PUBLIC ADMINISTRATIONAND INTERNATIONAL RELATIONS

Recent developments in international politics (regionalization, internationalization, nuclear proliferation and terrorism) spells that the planet is no longer a safe place in the universe. As the quest for peace intensifies, man

finds himself wrapped up in the cloak of conflict, disaster and famine. These factors need to be identified and redressed in order to avert eventual extermination.

OBJECTIVES:

Create a seasoned breed of administrators and diplomats capable of identifying and addressing the needs and politics of the human race within a global and humanistic context.

ADM 201 Principles of Public Administration

This course will principally target the following: Definition and concept of administration, the elements and ingredients of administration, the Administrative processes, the notion and constitution of administration, the definition of public, the constitution of a public, the structure and characteristics of a public, distinguishing features of different administrative forms, Authority of Administration, Comparative administrative Style and Forms, Administrative Structure and Architecture, Administration and Development, legitimacy, legality and authority of an administration. Concept of populism, acceptability and patriotism.

ADM 203 Administrative Structure and Architecture

This course will cover fundamental issues of structure and architecture in relations to administration. It will focus on : the descriptions of centralized, decentralized, agency and matrix structural framing of administration, flows in administration: information flow, policy flow, data flow, information processing responsibilities, delegation of authority, power chains, decision structuring. It will also cover the holographic organizational structure and hierarchical designs and discuss in detail the administrative dynamics and dynamixes.

PRE 201 Relating and Relationship Theory

This course will focus on the citizen or 'person' as a fundamental unit of the public. It will cover the behaviour , human relations,, the foundation of human relation, diversity in personality, learning and perception. Diversity in attitudes, self-concept and values, interpersonal communication, motivation, fundamentals of leadership, transactional analysis, assertiveness and conflict resolution.

PRE 203 Audience Analysis and Specification

Functions of Effective speaking: Introduction to the public, Controlling nervousness, Listening to audience for clues, Preparing the audience , Lightening up the audience, Taking control of audience, Developing a focus: Reading the audience, Selecting central, relevant and appropriate topic , Preparing the content: Finding the information, Using information wisely and ethically, Supporting your idea with substantiations, Developing and using visual aids, Organizing the speech:, Put together the body of the speech, Summarizing the introduction and , conclusion, Outlining the speech, Presenting the speech:, Wordng the speech, Delivering the speech, Post Delivery: Self appraising, Learn from the experience.

IRE 201 Structure of the International Community

Concept definition of community and international Community, the concept of society, representation in international bodies, membership into international organizations, advantages and disadvantages of membership in to international organization, the community of nations, regional blockings and blocs, role of the international community in affairs of member states, the world financial systems and the Breton Woods institutions, aid AID and

the sisterhood of nations.; Commonwealth of Nations, The Francophonie, ACP nations, ASIAN Communities, The Moslem League, Arab League, The Non Aligned Movement, NATO etc Ethnicity and race relations.. Framework of the United nations and Members States, It main organs and their functions.

IRE 208: International Law

Content: Review of the architecture and structure international community. The building blocks of international law, demarcation between national and international conceptualization of legality and legitimacy, international jurisdiction, prior and posteriori treaties to the League of Nations, the League of Nations Treaty, the UNO charter, the EU Charter and the Maastricht Treaty, The OAU AND au Charters, International Human Rights Law, International arbitration Treaty, The International Court of Justice, World Maritime Organization, NATO, The UN Security Council and World order, International Institutions: GATT, OECD, NAFTA, World Bank, IMF, WTO, etc. International business law etc

ADM 202 Leadership

Concept definition of leadership, characteristics of a leader and that of a good leader , traits of a good leader, types of leadership:

Ruler, Hero, Celebrity, Teacher, Parent, Generalissimo, President , forms of leadership. Describe their typology, leadership qualities and values, environmental factors to create a true leader: Justice and judgment, Wisdom and counsel, Shrewdness and valour .

stages in the life cycle of a group; Forming, Storming , , Norming, Performing . the 3 Ps of effective leadership. The concept of learning persons and learning organizations, Organizational leadership and leading organization, industrial leadership, society leadership, opinions leaders, soft and hard leaders, participative, consensual and dictatorial leadership. Good leadership and performance assessment, etc

ADM 204 Governance and Policy Development

Concept definition of governance and governing, the governed and the governors, concept of authority, legitimacy and legality and the comparison and contrast. Abuse of authority, usurp of authority, over government, big government, power and governance, separation of duties between the administrative, legislative, judiciary and international community. People power, revolutions, constitutionalism, coup d'états, ruling by decree. The concept of policy and polity, pro-people and pro-government policies, policy and political systems, minorities and majority policy formation, human rights and citizens rights, good and bad policies, and pro development policies.

PRE 202 Audience Targeting and Communicating

Review of audience analysis using the following differentials: Demographics, Psychological, Educational level, Socio-cultural, Political , Economic status. The nature and ideological frame of and audience :including mobs, coworkers, customers, competitors. How to target a message for a hostile audience, friendly audience, defector audience. How to target messages of appeasement, reconciliation, administrative nature, peaceful nature and confessional nature. Vivid recognition of types of public messages like — hate specch, revolutionary, incisive, rebellious and commendation speeches. Detail treatment of targeted speech delivery , and presentation techniques including— Memorizing, Reading, Speaking from notes, Speaking without aid. Vivid mention of body mechanics and theatrics, gesticulations, eye contact, contrition, emotional communicating.

PHY 202 Social and Organizational Psychology and Philosophy

Organizational psychology:

Introduction to the Psychology of Life and Relationship versus work, Play, Growth Patterns, Sexuality, Family; The Focal Point is the Psychology of Leadership, Command, Respect, Understanding, Attack and Defense, Business and Pleasure, as well as Values, Principles and Ultimate Good. The concept of individual, group and societal. Detail treatment of the group (organizational) level psychology. Conceptual theories of society , Society as an open system, the seven sigmas of organizational wellbeing and prosperity.

Organizational philosophy:

The search for knowledge- Knowledge Liberates Ultimately- Overview of the problem of knowledge. Knowledge theory: skepticism, rationalism, empiricism, Kantian Constructivism, Epistemological relativism, Western Pragmatism. Political philosophy : Justification of government, genderrism, environmentalism, consumerism, social disobedience, poverty, Epicurianism, ,stoicism, social cohesion, freedom, social and human rights.

IRE 202 The World Order

The way it is and the way we are. National and international world Political Order, Religious Order, Military Order, Peace Order , Diplomatic Order,etc . The Pe and post Cold War Orders. Overview of the two world wars and their consequent world orders. The politics of 'sticks and carrots' by powerful nations. Economic, ideological, moral, ecumenical and leadership world Orders. The

IRE 301 Statehood and Sovereignty

IRE 303 Diplomacy and Intelligence Gathering

IRE 305 Negotiation and Conflict Resolution

PRE 301 Administrative Communication

IRE 302 Regional Blocking

The concept of regional blocking, regional blocs and their motivations: security, trade, economics etc. The advantages and disadvantages of regional blockings. Focus and detailed discussions of Commonwealth of Nations, La Francophonie, ACP nations, ASIAN Communities, The Moslem League, Arab League, The Non Aligned Movement,

NATO , SADEC, CEMAC, ECDWAS, Union de Magreb, EU, NAFTA, AU etc

IRE 304 Then UN Charter and its Institutions

Broad definition of the UN, its structure and architecture, its organizations and their Charters. The remote and immediate causes that led to the formation of the United Nations. Its goals and Objectives. Its organs like: General Secretariat, General Assembly, Security Council, ICJ, Peace keeping Org, UNIDO, UNAMAID, UNICEF, UNESCO etc and their goals and objectives. Some prominent charters like: Human Rights, Women's Rights, community rights etc. The Role of the UN in global commonwealth and commonwealth, the Millemium Development Goals (MDGs) and the fight against poverty and underdevelopment. A critique on the UN efficiency and achievement.

PAD 303 Government and Non Governmental Organizations

The concept of society, its principal architecture and structure, civilian Vs Military societies, civil society, governmental and non-governmental classification of organizations, comparison and contrast between profit not-for-profit organizations, concept of community and focus groups, grassroots and apex organization, community organizing and support groups, philanthropic and social preneurship organizations, charity and non charity organizations, Roles of the organization in the development process and process of development. Term paper exercise is recommended.

PAD 302 Bureaucracy and Corruption

This course will attempt to x-ray the double headed cankerworm called bureaucracy and corruption. It will focus on the definitions of bureaucracy and corruption, their types, form, features and characteristics, their root causes, and their effect on society, the development process and patriotic imagery o a people and their nation. Related issues like dictatorships, big government, tall and flat government organization and their contribution to bureaucracy and corruption. A corrective diagnosis and prognosis of the phenomena and efforts pu in place through democracy freedoms and liberty, the role of law cultural issues, bad leadership, moral society and societal values.

MAC 406 Communication Planning and Management

This course will be directed towards the analysis, synthesis and management of the information repertoire at the disposal of organizations and their management. It will be focused on the types, forma, nature, characteristics and typology and topology of communications. Special purpose communications, message-oriented, rhetoric-oriented, substance-oriented, and propaganda-oriented communications. The strategic, operational and tactical planning in communications, communicating mechanics, dynamics and dynamixes, communication research, contextual and audience appropriation. The organization, directing, controlling, staffing and marketing organizational communications will be treated in detail. Organizational communication modeling, blueprinting, flows, communicating responsibility of each employee and the some rules of thump in administrative and public communication.

POS 302 Democracy and Political Systems

Concept definition of democracy, history of democracy, tenets of democracy, comparison and contrast between presidential democracy US-style and parliamentary democracy British-style. Democratic philosophy and idealism, neodemocratic institutions, democratic politics, Monarchy and democratic conceptualization, the

German styled democracy, Russian Styled democracy. The pros and cons of democracy societies, Democracy and political systems . Capitalist democracy, socialist democracy, Marxist democracy, mixed systems. Appraisal of democratic principles and institutions. Medium essay on comparative democratic stylism is recommended.

IRE 306 Breton Woods Institution

Definition of Breton Woods Institution, its idealism, and philosophy, its institutions and the role it lays in the world. The global financial system and the present financial crisis, the mortgage crisis and subsequent credit crunch, and its domino effect on the US economy and ripple effect in the rest of the world. Post second world war events that led to the formation of Bretn Woods Institutions like: The world Bank, IMF, IFC etc. The goals and objectives of these institutions, relevance and significance in modern world financial order, the reforms necessary and their successes and failures.

IRE 308 Global cultural Diversity

Definition and concept of Race, ethnicity and cultural diversity. Racism and racial segregation, race relation and societal integration. Cultural differences and cross cultural relations. The peoples of the world, and their cultural identity, norms, language, food, housing , marriage, religion and values. The value system and dichotomy across cultures, cultural barriers. People influence by culture, cultural transcendence and environmental factors.

IRE 402 Patriotism and National Pride

Concept definition of Patriotism, good citizenship and civic responsibility. Concept of pariah states, rogue states, failed states and the perception and acceptability in the community of nations. National identity and allegiance. Sources and forms of patriotism, sense of national pride, the effect of sports achievement and religiosity and its consequent effect on national unity, national integration. National symbols like the seal of government, the flag, the national anthem, guard of honour and spirit of fatherland and currency symbolization. Historicity and historiography of a people and exemplification in national symbolism. A worldwide comparative survey of national flags, currencies, wildlife and antiquities that formulate the pride and patriotism of a nation.

PDS 402 African Imperialism and Development Challenges

Review of the dark continent's history, the colonial and post colonial epochs. The scramble for Africa and the Bismarck treaty. Colonial rule and the wind of independence in the 1960s, African Administration and popular socialized styled governments. Military coups and military politics in the continent, the wave of dictatorships and death of democracy in many countries, imperialistic dominance by sitting heads of states, Phenomenon of life presidents and self-imposed emperors on their people. The second of democracy and the wind of change, revolutions and civil wars, the Apartheid system in South Africa and the struggle of the black community, Cases should include: Nigeria, Guinea Conakry, Central Africa, Uganda, Cameroon, Togo, Gabon, South Africa, Zimbabwe, Egypt, Ghana, Etc.

PDS 404 Governance and Development

The definition of governance, and development. Forms of governance, types of governance, good governance and the challenge of democracy. The symbiosis between good governance and development, the development process and the process of development, peace and development, security and development, human rights and development, economic policy, planning and the commonwealth of society, economic growth and development,

human development, infrastructure development, socio-cultural and socio-political development.

IRE Globalization and Climate Change

The concept of globalization, and the changing world order. Virtual frontiers and old national frontiers, free trade and the WTO treaty

Global politics and polity, the global village and its implications to world security, national sovereignty and global community of nations. Climate Change facts of fiction, the Kyoto treaty on climate change, Global warming, CFC emissions and the ozone layer depletion, ozone diplomacy, green policies and climate change politics. Concise summary of the climate change conjecture, effects of climate change and the weather.

PAD 402 Public Administration Management

How to run for public office in a democracy, how to management public office, respect for the rule of law, Tiers of government: legislative, executive, and judicial authorities, national defense and the role of the military, territorial integrity and sovereignty, international relations management diplomacy, development management, concept of advancement of society, goals and objectives of government: development, security of people and properties, national defense, justice and equity in the distribution of development and wealth, the commonwealth and commonhealth of the society etc. Respect for state institutions, the constitution, peaceful transition of power, people oriented policies, populism, legitimacy and legality.

PAD 404 Social Responsibility and Social Preneurship

The concept of social responsibility, and social preneurship. Responsibility to the society and community causes, social welfare and social amenities.. Social responsibility: responsibility to the development cause, responsibility to society, responsibility to state institutions, responsibility to human dignity and human rights, responsibility to patriotic pride and national image, provision of basic social goods and services. Environment preneurship, and vision of a Total Society.

PDS 406 Dictatorship Vs Human Rights and Citizens Rights

The concept of citizenship, emigration, immigration and naturalization, concept of citizen of the world, constitutional rights and civil rights. The Human rights charter and the abolition of slavery and reward for labour and hard work. Equal opportunity, gender sensitivity and balance, minority rights, indigenous rights and human dignity.

PDS 408 Constitutionalism and The Role of Law

Brad concept definition of constitution, the meaning of constitution, its role in the society and states, The ultimate law of the land, the constitutional court and its function, the cannons of the land as laid down in the Cameroon and US Constitutions. Main generalizations of constitutions. Writing and Revision of the constitution, respect of the constitution, main features of a constitution.

IRE 310 Diplomacy

Definition, canons, code of ethics, representation, the diplomat and his traits and training, rules of thump, overview of diplomatic history, diplomatic ties between nations, tenets and services of a diplomatic mission, diplomatic licensing, diplomatic community.

DEPARTMENT OF PORTS AND MARITIME TRANSPORT MANAGEMENT

The floating of this course is influenced by the importance of import/export revenue in any economic and the need to improve on the sector. The increasing development and interest in the Gulf Of Guinea due to petroleum resources and the expansion of free port facilities like Cotonou and Calabar.

PMT Principles of Ports Management

Definition of a port, sea port, airport, frontier and non-frontier ports, river ports, free port, ports management. Classification and categorization of seaports, features and characteristics of seaports, port organization structure and architecture, ports operations: breakbulk, container, warehousing, inventory systems, handling, cargo and freight manifestation, material handling systems, transportation means, shipyard engineering, ports administration, clearing and forwarding operations, documentation, port security, port safety, birthing, ports organization, ports marketing. Issues of ports development, regionalization, specialization, hinterland preprocessing, ports economics, ports and development, ports insurance, agency, maritime basics, ship inspection, vessel registration, flag ship and flag state, port logistics, ports activities, processes and transaction. Brief treatment of ports administration, the ports management process, role of ports, functions of ports, brief of international trade, international business, international economics, balance of payments economics, ports privatization, ports ownership, free port economics, ports finance, ports planning, types of ports terminals, environment issues, shipping management, ports human resource management, etc

PMT203 Introduction to Maritime Transportation

Definition maritime, and maritime transportation systems. Medium treatment of nautical science, waterways, vessels, shipping, merchant marine, seas and oceans of the world, merchant marine, foreign trade, marine and marinas, national and international waterways of a country, the IMO, ports facilities, marine laws and policies, marine transportation, shipping routes, oceanography and weather science, vessel navigation, breakwater, seafaring, admiralty, seamanship, marine environmental factors, flagship and registration of vessels, marine safety, dangerous waterways of the world, marine natural disasters, salvaging and rescuing, marine life and protection, marine transportation documentation etc

PMT205 Ports Organization I

Ports facility layout and design, ports structure and architecture, organization of the shipyard engineering sector, the terminals, the logistical sector, clearing and forwarding section, administration and documentation sector, material handling systems design and functioning, ports feeding transportation systems design, birthing systems. Detail treatment of ports subsystems, functional design, flows design, receiving and dispatching design, organizational hierarchical design (flat and tall designs), virtual port design, peripheral and auxiliary facilities and activities, preview of ports planning and development, ports regionalization and hinterland systems.

PMT202 Ports Operations I and II

Concept of ports operations, detail treatment of ports administrative, container, material handling systems, birthing, ship repairs and maintenance operations. Logistical operations including warehousing, inventory, intra and inter units transportation operations, clearing and forwarding operations, security operations, cargo and

freight handling operations, port safety operations, processing operations, receiving and dispatching operations, breaking bulk, consolidation, intransit mixing, sorting and selecting operations, packaging and labeling operations etc

PMT 204 Ports Organization II

See PMT 202. Ports Regionalization, planning and development, hinterports, ports growth and expansion, merchant marine organization, dredging and terminal management, external transportation system, ports supply chain and distribution chains and channels structure, ports service facility organization etc

PMT 301 Shipping and Admiralty Law

Import/export management, bill of lading, ship manifests: cargo, personnel, passengers laws, insurance, domestic shipping, international shipping, ship tracking systems laws. Definition of admiralty and admiralty law. Ship captaining, cannons of admiralty, code of ethics, safety law, insurance law, international marine transportation quality standards, seaworthiness of vessels and personnel, claims, navigation laws, ports and waterways affairs laws, merchant, seamen, licensing, certification and documentation. Vessels related laws, marine environmental laws, flag state implementation laws, maritime transport laws etc

PMT 305 Shipping Ports and Safety

Principles and Concepts of Safety and of safety management. 'Safety First' ideology, modern industrial environment

safety management in industry. Employees' safety responsibility in the workplace, the safety paradigm and categories of safety in the port, safety standards and safety levels in the port, concept of integrated safety management approach. Safety management methodology, the workplace safety value chain, safety quality from value chain. the workplace safety 'DD LIST' and 'NO DD LIST'. Maritime Casualty Investigation, 'Safety first' in maritime transportation field. Types of casualty investigation. limitations of maritime casualty investigation, Maritime Safety Surveys and inspections. P & I Clubs and its relevance and contribution to maritime safety process and procedures. classification Societies and ship safety. Role of the ship owner, Ports state control. The role of shipbuilders and designers, The role of terminal operators, Shippers and charterers, Financiers, The ship master and crew, The IMO, Sea farers' code of ethics, Maritime transportation culture. Ports Safety paradigms: detection of leaks in equipment, survey of operating areas for escape of toxic materials, detection of flammable or explosive mixtures in the atmosphere or process line, monitoring plant stacks and other areas for the accidental discharge of toxic gases, vapours or smoke, analysis of waste streams for toxic or other objectionable material, control of waste treatment or product recovery facilities.

PMT 307 IMO (International Maritime Organization)

PMT 300 Maritime Environment Management

Marine science: Marine Environment, Marine ecosystems, Biotic potential, Climate change, National waterways, Marinas, Marine geology, marine air dispersion modeling, checking hourly concentrations of carbon monoxide (CO) and other gas phase pollutants 500m from marine intersections, marine pollution: Particulates, Carbon / Sulfur derivatives, Chlorofluorocarbons (CFCs), Environmental zones, life and the marine environment: buoyancy and flotation, fluid balance, bioluminescence, clour, barriers, primary production, food chains, food webs and

trophic levels, the sea weeds, marine animals, tide pools, coral reefs, the benthos, biodiversity of the oceans,
Marine Environment Control Engineering

PMT 302 Shipyard Engineering Management

. **Landside Transportation** : Road and Railroad Corridors . On-Dock & Near-Dock Intermodal Yards , Hubs & Shuttles , Systems to Encourage Off-Peak Traffic. **Terminals & Specific Facilities** : Container Terminals , Dry Bulk, Break-Bulk & RO-RO Terminals , Petroleum & LNG Terminals , Cruise Passenger Terminals , Passenger Ferry Terminals , Military Facilities , Dry Docks & Ship Repair Facilities, **Specific Technical Topics** , Waterfront Structures (Design, Construction & Upgrade) , Geotechnical and Seismic Considerations , Pavement Systems (Design, Construction & Upgrade) , Fender Systems (Design, Construction & Upgrade) , "Cold Ironing" Systems (Shore Power Connections). **Security** : Harbor Security , Terminal Security , Integrated Security Strategies & Systems. **Life-Cycle Management:** Facilities Management Systems , Inspections & Inventories , Pavement Maintenance & Repair , Stevedoring etc.
Piling Maintenance & Repair

PMT 304 Customs Clearing and Forwarding

Custom and excise duty policies and international conventions, LIBOR, relevant IMO regulations, Cargo manifestations, Bills of Laden, Sea way Bills, Cargo tracking and ship tracking systems, shipowners and shipliners agency, maritime transportation systems, review of ports organization and operations, Forwarding operations, Clearing operations, Document processing systems, cargo identification subsystems, cargo classification and categorization etc

PMT 306 Oceanography and Weather Science

Oceanology , **Marine Science**, Earth Sciences, Marine Organisms , Ecosystem , Ocean Currents, Waves,
Geophysical Fluid Dynamics;

Plate Tectonics , Geology Of The Sea Floor; Fluxes , Marine Biology, Marine Chemistry , Marine Geology,
Meteorology, Marine Physics.

Ocean Engineering. Branches of oceanography: **Biological oceanography or marine biology**.; **Chemical oceanography**, or **marine chemistry**, **Geological oceanography**, or **marine geology**, **Physical oceanography**, or **marine physics**. Tides and tidal waves, ocean bed and relief system,. Ocean currents : their causes, effects and behaviour. processes that influence weather patterns ; Global Warming , Biosphere .
Evaporation , Precipitation , Thermal Flux, Wind , Ocean Currents , Carbon Dioxide., Biogeochemistry ,
Biogeography , Coastal geography , Hydrography , Hydrology , Limnology , Meteorology , Environmental science , Physical geography , Glaciology , Geophysics . Weather Science: Weather Science, Pressure And Depression, Ocean Tides, Northern And Southern Hemispheres
Monsoons , Hamarthan, Heat Waves, Rainfall, Weather Forecast. Types of wind: Typhoon, Tornado, Storm, hurricane, breeze.

PMT 308 Free Ports Economics

concept definition of a free port facility. characteristics of a free port, unique features of a free port , types of

free ports, structure and architecture of an international free seaport. Free sea port's preoccupations: Free Ports administration, Free Ports logistics

Free Port Shipyard engineering, Free port Transportation systems, Free ports activities: Feeding transportation modes and means

Material handling system, Custom and Excise services, Ports safety, Ports economy, Ports marketing, Free port attractiveness. Free ports environmental issues: Taxation policy, Competition, Insurance, Communities,

Stakeholders, Social responsibility, Market dynamics

Government policy, Business regulating bodies, Professional bodies, Globalization, Standardization, Political Economy, Socio-cultural dynamics, Fiscal policies, Terms of trade, Strategic Trade policy, Comparative advantage, Competitive advantage, Foreign investment

Trade barriers, Import/Export policy, Balance of payments, Globalization, Mercantilism, Factor endowment, Heckscher-Ohlin theory

Leontief Paradox, International factor, Dumping, Tariffs. Implications of free port economic policy: Factors of production, Investment climate, Socio-political stability, Security, Socio-cultural, Markets, Hospitality industry, Balance of payments, Terms of trade, Trade policies, Import/Export policy, Custom and excise policy, Technology, R&D, Enterprise culture, Entrepreneurship, Communication, capability, Transportation infrastructure.

PMT 310 Ports Marketing

Review of ports facility operations, organization, logistical and shipyard activities and processes. Birthing, anchorage scalability, auxiliary services including hospitality, Ports operations effectiveness, material handling and transportation facilities. Shipyard engineering capacities, process cycle time, operations effectiveness and efficiency, security, TEUs capacity per annum, revitalization service, chandelling services, admiralty and signaling, fog and radio services, light house, socio-political, socio-economic stability, hinterland processing capabilities, hinterland transportation facilities, port regionalization, port automation, port geostrategic and waterways attractiveness. Ports capacity, turn around time, throughput and environmental factors etc.

PMT 405 Maritime Law and Mercantilism

PMT 402 Ports Agency

Ports privatization, terminal management, terminal outsourcing, service separation, logistical-operations-administration - security-marketing - shipyard engineering agencies. Ship-owners and ship liners agency, chandlers, Transit Companies, service integration, waterways management, admiralty and maritime law management.

PMT 404 Seafaring and Sailing

Light house, towage and salvage services, Admiralty guidelines of lights and fog signaling systems, sensitive sea areas, world navigation systems and flows, maritime network drifts, Tides and wave pattering, maritime drifts and sailing science. Flood streams, Tidal prediction forms, Tidal Predictions etc. Distress and rescue at sea- vessels and aircrafts, Firing practice and

PMT 406 Maritime Resource Management

Mariner and marinas management, coral reefs management, national and international waterways management, ports channeling, break waters, storm water management, Ocean currents, marine biological species, marine fauna and flora, marine ecosystems, Marine Algae and their fuel potentials, hydroponics, marine economics and conservation. IMO rules and regulations regarding maritime transportation.

PMT 408 Ports Management and Networking Dynamics

Maritime radio signals, Pilot services, Vessel Traffic Services, Ports Operations, Services, Birthing Services, ports maintenance Services, , world wide navigational warning systems, Automatic ship identification systems, (AIS), Global Navigation Satellite Systems Positioning , Chart accuracy and Horizontal datum. IMO regulations concerning ports management and network dynamics

PMT 410 Cargo Manifestation and Freight Management

The cargo manifest, seaway bill, sea worthy certificate, ship manifest, freight systems including volumetric and tonnage, riskmetrics, storage on board ships, material handling systems, inventory management systems, cargo protection systems, palettization, containerization, maritime rules of inspection, security and environmental concerns. IMO regulations on cargo in transit and at ports, standards of cargo transportation, maritime insurance, LIBOR, Bills of Lading and their admiralty certification,.

PMT 412 Ports and Economic Development

Economic implications of ports sitting, international economic implications of ports on domestic economies, free ports economics, economic development of ports, socioeconomic and sociopolitical dimensions of ports in development, the microeconomic and macroeconomics implications of ports to the local economy.

PMT 498 Industrial Experience Scheme

This is a six months equivalent or more of hands-on industrial internship placement with a well documented report co-supervised by an industry based and academic supervisors. In most cases the report will be defended orally and is the equivalent of a 4 credit unit course .

PMT 499 Final B.Tech Project

Supervised final project. See structure elsewhere in the prospectus.

DEPARTMENT OF TOURISM SERVICES AND HOSPITALITY MANAGEMENT

THM 201 Principles of Hospitality Management

Because of its close association with Urban livelihood, lifestyle and the tourism industry, hospitality has walked its way as the number one in the service industry and the single most important revenue and wealth creator. However it is one of those sectors that is underexploited and least developed with little or no expertise.

Content: The architecture, structure and characteristics of the hospitality industry, the hospitality model, international hospitality industry- Western and Eastern Europe, North and Latin America, The Far East and

Australia, Africa and the Caribbean. Business format in the international hospitality industry: international restaurant franchise, hotel consortium, management. Functional Management: operational management issues, human resource management, finance and accounting. Operational Management issues: the hospitality consumer, managing cross-cultural hospitality enterprise, technology management and transfer in the hotel industry.

THM 205 Principles of Service Management

Modern production-oriented economies constitute 70% services and 30% manufacturing. In Cameroon the service sector constitutes less than 10% with agriculture dominating the rest of the economy. Because our economy is still primarily agrarian and public sector based, services are the cheapest and surest growth promoter, most effective jobs and wealth creator and most important foreign exchange earner. **Content:** Principles and Concepts of services, Service modeling, Types of services: Business Services, Trade Services, Infrastructure Services, Socio-personal Services, Public-Administrative Services, Manufacturing services. Characteristics of services: Function, Nature, Attribute, Supply, Seller, Buyer. Service delivery. Service classification: Service factory, Service shop, Mass service, Professional service. Service package, Service delivering, service bundle, activity, service process and service operation.

THM 208 Service Nature

Service natures: Customer participation, Simultaneity, Perishability, Heterogeneity, Volatility, Transferability. Service delivery methodology. Service Quality, Service scope and servicescape, cost of service, service process control, and statistical process control. Benchmarking services, Total Quality Service Management (TQSM), Service improvement management, total quality services, service quality control, service engineering. New service development (NSD) process cycle. Service blueprinting, front-end and back-end services, service optimization, of first impressionist and impresario in customer orientation, service encounter triad, Service SWOT, SMART, PIECES analysis.

THM 203 Principles of Tourism Management

This is the second most important foreign exchange earner, and the locomotive of the international hospitality industry. **Content:** Definition of Tourism, the cross-cultural tourist, tourist attractions: cultural, relief, climatic, holidays resorts, infrastructure, government regulation, peace and stability, security. Nature and scope of tourism, local hospitality, communication infrastructure, service culture. Organizational issues: service technology, antiquities, parks, heritage and cultural memorabilia, Transportation infrastructure, guided tours, multilingualism, restoration etc

THM 204 Management and Control of Services

Quality is everything-its performance, value, profitability, competitiveness, customer satisfaction etc. **Content:** Definition of quality, nature and characteristics of quality, quality in service manufacturing, quality management philosophies, TQM, TIM, other Total methodologies, QA/QC, statistical process control, Service quality and service performance management. Customer service Management, consumer behaviour and market analysis. Total Quality Service Management, Cases.

THM 202 Gastronomy

Catering, local and international menus, main and auxiliary dishes, balance dieting, dish matching, food poisoning,

food allergy, Taste Vs Flavour, appearance Vs appetite, hygiene and sanitation, sterilization, preprocessing, presentation, dressing, aesthetics and cosmetic appeal, aroma, flavouring, spicing,. Bakery foods, barbecue, direct and direct cooking, vegetables, animal based diets, animal and vegetable products, critical temperatures for various foods, additives, legumes, nuts, roots, sea foods etc.

THM 204 Restoration

Types of restaurants, food service industry, developing an appropriate menu, customer market analysis, quality Vs quantity food,

Food and drinks, African, Mediterranean, European, Asian and American dishes. Meal architecture and structure, contents and constituents, form Vs function, facility location, site appeal, interior decoration, artistic presentation, sinology, audience management, food processing cycle. Customer aculturation, service dimensions and quality. Cost of restoration, pricing and packaging.

THM 206 Service Culture

The service encounter, service encounter triad, the service organization, service personnel selection, the customer, customer service orientation, service performance, service experience, work measurement, service facility, overt and covert service cultures, personalizing service, service inclusion, the service employee, body language, service impresario, service mannerism, professionalization of service, service delivery and service quality, service improvising, customer service management strategies, service time service value added. Servicescapes, facility design and facility location, facility layout, service process, service operations, service psychology and service philosophy, environmental factors.

TMH 301 Service Delivery

Form-Function and Function-Form service facility design approach, communication-Transportation oriented design approaches, Service queue behaviour and service capacity influence on the design objectives, customer arrival pattern influence on the design of service facility. Service metrics: Services cope, Services cape, Service scope rope and Service rope scope, Service Planning: Expected revenue approach, Set covering model approach, Futuristic approach. Service nontraditional location strategies: Competitive clustering, Saturation marketing, Marketing intermediaries, Communications-transportation trade-off, Information Orientation.