

COURSE COMPACT

Course Code : BUS 414
Course Title : Corporate Planning
Course Status: Compulsory
Course Duration: 4 hours for 15 weeks (60 hours)

Lecturers Data

Names of the Lecturers: (1) Dr D.G.Adejumo

Qualifications : B.sc, PGD In Textiles Industries, MBA , and Ph.D.
Management Science

Department : Business Studies
Faculty : Business & Social Sciences(CBS)
E-mail : gbolajumo@yahoo.com

(2). Dr. Mrs.Alao

Qualifications : HND(Accts), MBA, PGDE, Ph.D.
Department : Business Studies
Faculty : Business & Social Sciences(CBS)
E-mail : monisolaalao@gmail.com

Office Location : B115 , First Floor College Building

Consultation Hours: Friday 9am- 12noon

Course Content:

Concept and Importance of planning, Types of plans, Steps in Planning, Types of goals, premising and forecasting

Part II

How managers set goals and develop plans, Types of objectives, Contemporary planning issues facing managers

Course Justification

Business administration students cannot do without the course before graduation

Course Objectives / Goals

On completion of this paper, candidates should be able to:

- a. Understand the relevant elements and issues of corporate planning in large organizations
- b. where in-depth treatment of a particular topic may be called for, students are pointed towards relevant texts by leading theorists and researchers in corporate planning

Method of Grading

S/N Grading Score(%)

1 Test Assignment	30
2. Examination	70
Total	100%

Course Delivery Strategies

Any of the underlisted that are applicable and appropriate

-Intensive and interactive Class Discussion

- Tutorias/ Student Presentations

Illustrations by visual or Visuals equipment

LECTURE CONTENTS

Week 1-2 : Concept of Corporate Planning

Week 3-5 : Types of Plans

Week 6- 7 : Steps in planning

Week 8-9 : Types of goals,premising and forecasting

Week 10-12 : How managers set Goals

Week 13 : Types of objectives

Week 14 : Contemporary Planning issues facing managers

Week 15 : Revision

TUTORIALS

Students will be encouraged to organize tutorials to complement lectures received in the class.

Study Questions:

1. Discuss the Concept and importance of Corporate planning
2. Identify and explain different types of plans
3. State and discuss planning steps in Business organizations like Lever Brothers, Nigeria, Plc
4. What are the types of goals that managers can set for their organizations?
5. Discuss how do managers set goals and develop plans?
6. Differentiate between two types of objectives in business organizations
7. Identify and explain planning issues that may face managers in business organizations

Recommended Reading

1. Harold Kootz, Cyril O'Donnell and Heinz Weihrich(1980),McGraw-Hill Inc
2. Management Adepoju, Adeleke(2001) Management Concepts and Applications, Concept publications Limited, Nigeria, Lagos,
3. Heinz Weihrich,Mark V Cannice and Harold Koontz(2008) Management: A Global and Entrepreneurial Perspective, Tata McGraw-Hill, India, New Delhi
4. Stephen P. Robbins, David A.DeCenzo and Mary Coulter(2013). Fundamentals of Management: Essential Concepts and Applications, Pearson Education Ltd, England, Essex

Topic for examination

Same as the ones in Study Question above

