



# LEAD CITY UNIVERSITY

*Faculty of Environment, Management & Social Sciences*

*Department of Business Administration*

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**COURSE CODE:** ENT 311  
**COURSE TITLE:** MEASURING ORGANISATION SUCCESS

2017/2018 Academic session. 2<sup>nd</sup> Semester

## LECTURERS IN CHARGE:

**NAME:** DR. ADEIGBE, YUNUS KAYODE

**QUALIFICATIONS:** B.A. (HONS), LL.B (HONS), M.P.P, Ph.D., ACIPM, AMNIM

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**AREA OF SPECIALIZATION:** Industrial (Personnel) Psychology, Human Resources Management, Entrepreneurship

**NAME:** DR. C.T. JEGEDE MCIPMN,

**QUALIFICATIONS:** B.Sc. Dip.Th., M.Sc. PGDMS, MBA, M.Phil. PhD (Bus. Admin/Entrepreneurship)

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**AREA OF SPECIALISATION:** ENTREPRENEURSHIP, SMES, ECM, HRM

## SECTION A

### COURSE DESCRIPTION

Measuring organisation Success course is designed to teach the ultimate aim of business organisation and how to measure their success against this aim as key contributors to organizational effectiveness. In this course students will learn how organisations operate to maintain competitiveness through productivity improvement and new product development. Further, students will gain an understanding of how to assess success in terms of the criteria of innovativeness and cost effectiveness and how to assess and diagnose productivity management issues and problems and develop appropriate solutions. Much of the course revolves around application of principles to a case where students identify problems, gaps, need for new product development and all aspects of entrepreneurship plan. In other words, this case study simulates designing a new product development system in an ongoing business concern and organizational structure, determining a competitive productivity level based on consumer survey data, determining competitive prices, and budgeting/costing/and administering the overall entrepreneurship program of an organization

### LEARNING OBJECTIVES

At the end of this course, students should be able to:

(i) explain and describe what is meant by productivity improvement programme in a work environment

- (ii) Identify and understand the various techniques/principles that guide the determination of productivity or new product development program in a work environment
- (iii) Explain and describe the modality for setting up product development program and roles it performs?
- (v) Identify the various contributions that should be borne in mind in firms to guide structures and planning of entrepreneurship.

### **COURSE ASSESSMENT**

Students are expected to attend classes, sit for exams and satisfy the requirements of the examiners in the following:

Students are expected to answer 4 questions out of six. Each question carries 15 marks. The use of relevant illustrations and references to support answers will be highly encouraged. Answers must be written in good English with minimal grammatical errors.

Grading will be done as follows:

Continuous Assessment/visits to industrial factory	40 marks
Final Examination/report presentation	60 marks
Total	100 marks

### **LECTURE PLAN**

**WEEK 1** – Overview/objectives of productivity management and conceptual clarification

**WEEK 2** – Concepts of entrepreneurship/invention management continued.

**WEEK 3** – Strategies for developing effective entrepreneurship program.

**WEEK 4**- Visit to firms/companies – The real industrial visit/interviews to identify challenges.

**WEEK 5** – Principles that guide product development/identification stages in product life circle.

**WEEK 6** – Key steps in the development of productivity improvement Structure

**WEEK 7** – visits to firms to write reports

**WEEK 8** – presentation of draft reports

**WEEK 9** – Finalizing report writing and fixing date of presentation.

**WEEK 10** –Review of seminar papers.

**WEEK 11** – **Presentation**/Seminar with the CEO in attendance

**WEEK 12** – Seminar Presentation continued

**WEEKS 13 & 14** – REVISION

### **READING LIST**

1. CIPMN (2013) Study Pack on Advanced HRM II. Lagos: IPM Press
2. Schumpeter, J.A. (1934). The theory of Economic Development, Cambridge, MA: Harvard University Press.
3. Robbert T. Kiyosaki (2010) “The Business of the 21<sup>st</sup> Century” USA: Cashflow Technologies
4. CIPMN (2013) Study Pack on Introduction to Personnel Mgt & Ind. Relation. Foundation II. Lagos: IPM Press

## SECTION B

### TUTORIAL QUESTIONS

- 1 (a) Draw an organogram of a named Nigerian conglomerate and identify the position of the Head of HR department. Highlight and expatiate the functions attached to this position.  
(b) Describe the concept of entrepreneurship management. Identify and explain the objectives of entrepreneurship management.
- 2 As an HR practitioner, you have been requested by a company to address their Board members on the need for productivity improvement program.  
You are required to write an address on this, which will be presented at the next board meeting under the agenda - concept of product life circle.
- 3 (a) "Generally, entrepreneurship is made up of two major components: innovation and invention" Discuss.  
(b) Critically assess the principles that guide design of good productivity improvement program.
- 4 Explain the concept of Human Resources Management and expatiate on entrepreneurial capital management and development as a function in a manufacturing industry
- 5 As a young graduate from LCU, you have been invited to attend an interview to the position of Manager-in-training, Department of HR in XYZ Company, Mokola road, Ibadan. You are required to write a brief presentation to demonstrate your knowledge on key steps in the development of product development committee.
- 6 What are the critical questions that must be asked before the establishment of product development committee in a well-organized firm?
- 7 (a) Explain and justify the reasons for starting new product development committee in a named organisation.  
(b) In an entrepreneurial firm, highlight and explain the reasons behind the use of bench marks in deciding on how to motivate knowledge workers in the same industry.
- 8 Identify and expatiate on the several different types of entrepreneurial programs.
- 9 In line with global best practices in HR, suggest some measures to be considered for adoption/put in place by the management in order to achieve their objectives, especially in the entrepreneurship programs of a typical Nigerian owned manufacturing industry.
- 10 With reference to vivid examples in Nigeria, highlight and expatiate the differences in entrepreneurial and non-entrepreneurial business firms in Africa..
- 11 Identify five main differences between Personnel and HR management in a manufacturing firm and expatiate on them
- 12 (a) Give a vivid description of an entrepreneurship Policy in a given competitive manufacturing firm



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Department of Business Administration

2017/2018 Academic session Examination. 2<sup>nd</sup> Semester

**COURSE CODE:** ENT 311 **TIME: 2 HRs**  
**COURSE TITLE:** MEASURING ORGANISATION SUCCESS

**Instructions: Answer 4 questions out of the 6 picked questions Time: 2 Hours**

1. (a) Draw an organogram of a named Nigerian conglomerate and identify the position of the Head of HR department. Highlight and expatiate the functions attached to this position.  
(b) Describe the concept of entrepreneurship management. Identify and explain the objectives of entrepreneurship management.
- 2 As an HR practitioner, you have been requested by a company to address their Board members on the need for productivity improvement program.  
You are required to write an address on this, which will be presented at the next board meeting under the agenda - concept of product life circle .
- 3 (a) “Generally, entrepreneurship is made up of two major components: innovation and invention” Discuss.  
(b) Critically assess the principles that guide design of good productivity improvement program.
- 4 Explain the concept of Human Resources Management and expatiate on entrepreneurial capital management and development as a function in a manufacturing industry
- 5 As a young graduate from LCU, you have been invited to attend an interview to the position of Manager-in-training, Department of HR in XYZ Company, Mokola road, Ibadan. You are required to write a brief presentation to demonstrate your knowledge on key steps in the development of product development committee.
- 6 What are the critical questions that must be asked before the establishment of product development committee in a well-organized firm?
- 7 (a) Explain and justify the reasons for starting new product development committee in a named organisation.  
(b) In an entrepreneurial firm, highlight and explain the reasons behind the use of bench marks in deciding on how to motivate knowledge workers in the same industry.
- 8 Identify and expatiate on the several different types of entrepreneurial programs.
- 9 In line with global best practices in HR, suggest some measures to be considered for adoption/put in place by the management in order to achieve their objectives, especially in the entrepreneurship programs of a typical Nigerian owned manufacturing industry.
- 10 With reference to vivid examples in Nigeria, highlight and expatiate the differences in entrepreneurial and non-entrepreneurial business firms in Africa..
- 11 Identify five main differences between Personnel and HR management in a manufacturing firm and expatiate on them
- 12 (a) Give a vivid description of an entrepreneurship Policy in a given competitive manufacturing firm.



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COURSE TITLE: MEASURING ORGANISATION SUCCESS.

Lecturers: Dr Y K Adeigbe & Dr. C. T. Jegede

### MARKING GUIDE

- 1 (a) Draw an organogram of a named Nigerian conglomerate and identify the position of the Head of HR department. Highlight and expatiate the functions attached to this position.  
(b) Describe the concept of entrepreneurship management. Identify and explain the objectives of entrepreneurship management.  
Ans- Good drawing of an organogram showing HOD position @1 mark. Naming a conglomerate @ 2 marks. Highlighting any 3 functions @ 1 mark=3marks. Discussing any 2 functions @ 2 marks = 4 marks totaling 10marks  
(b) Describe the concept of entrepreneurship management. Identify and explain the objectives of entrepreneurship management.  
Ans- Discussing the concept @2 marks. Highlighting and explaining any 3 objectives@ 1 mark = 5 marks. All totaling 15marks.
2. As an HR practitioner, you have been requested by a company to address their Board members on the need for productivity improvement program.  
You are required to write an address on this, which will be presented at the next board meeting under the agenda - concept of product life circle.  
Ans- Explanation on any 5 points on product life circle@ 3 marks totaling 15 marks
3. (a) "Generally, entrepreneurship is made up of two major components: innovation and invention" Discuss.  
Ans- Discussions: Argument for = 2 marks, argument against= 2 marks and conclusion = 2 marks =6 marks  
(b) Critically assess the principles that guide design of good productivity improvement program.  
Ans- Discussions on any 3 of the principles @ 3 marks =9 marks. All totaling 15 marks
- 4 Explain the concept of Human Resources Management and expatiate on entrepreneurial capital management and development as a function in a manufacturing industry  
Ans: Define HRM as a discipline that manages human resources in the firm and perform very sensitive functions attached to entrepreneurial capital management. (2 points@3 marks = 6 marks  
Mention at least 3 functions of entrepreneurial capital management department (3 points@3 marks = 9 marks.) Totaling 6 + 9 = 15 marks
- 5 As a young graduate from LCU, you have been invited to attend an interview to the position of Manager-in-training, Department of HR in XYZ Company, Mokola road, Ibadan. You are required to write a brief presentation to demonstrate your knowledge on key steps in the development of product development committee.  
Ans- Any 3 key steps @ 5 marks totaling 15 marks
- 6 What are the critical questions that must be asked before the establishment of product development committee in a well-organized firm?  
Ans- Any 3 critical questions @ 5 marks totaling 15 marks
7. (a) Explain and justify the reasons for starting new product development committee in a named organisation.  
Ans- Explanation on any 3 reasons @ 3 marks totaling 9 marks  
(b) In an entrepreneurial firm, highlight and explain the reasons behind the use of bench marks in deciding on how to motivate knowledge workers in the same industry.  
Ans- Any 3 reasons @ 2 marks =6marks. All totaling 15 marks
8. Identify and expatiate on the several different types of entrepreneurial programs.  
Ans- Any 3 types @ 5 marks totaling 15 marks
- 9 In line with global best practices in HR, suggest some measures to be considered for adoption/put in place by the management in order to achieve their objectives, especially in the entrepreneurship programs of a typical Nigerian owned manufacturing industry.  
Ans- Any 3 measures @ 5 marks totaling 15 marks
- 10 With reference to vivid examples in Nigeria, highlight and expatiate the differences in entrepreneurial and non-entrepreneurial business firms in Africa..  
Ans- Any 3 differences @ 5 marks totaling 15 marks
- 11 Identify five main differences between Personnel and HR management in a manufacturing firm and expatiate on them.  
Ans: 5 main differences@2 marks = 10 marks, Explanation on them = 5 marks Totaling 15 marks)
- 12 Give a vivid description of an entrepreneurship Policy in a given competitive manufacturing firm  
Ans: Entrepreneurship Policy@5 marks and 5 points in description @ 2 marks = 10 marks totaling 15 marks.