



Faculty of Management and Finance

Bachelor of Business Administration Honours in Business Management Degree Programme

Course Unit Information Sheet

Course Code		MGT 31233			
Course Name		Business Relationship Management			
Semester		3000 Level Semester I			
Credit Value	3	Core/Optional	Core	GPA/NGPA	GPA
Hourly Breakdown		Lectures	Practical	Independent Learning	
		45 hours	-	105 hours	
Course Description					
Business relationship management plays a critical role in helping organizations to achieve their strategic goals. As such, business relationships are essential for any organization that wants to be successful in the complex and ever-changing global business environment. This course is designed to provide an understanding of the reality of business networks and how to manage business relationship effectively.					
Intended Learning Outcomes				PLO Alignment	
Upon completion of this course unit, the students will be able to,					
1. Explain the significance of cultivating and maintaining business relationships in the context of organizational success.				1,2	
2. Explain the theoretical underpinnings of customer relationship management strategies.				1	
3. Explain how customer relationship management strategies enhance customer satisfaction and loyalty.				9,10,25,26	
4. Evaluate strategies for developing and sustaining business networks, incorporating technology for efficient networking.				10,12,13	
5. Assess the theoretical concepts of intermediation in business relationships, considering its influence on supply chain dynamics and value chains.				18	
6. Appraise the financial aspects of business relationships using economic principles, including conducting cost-benefit analyses, and evaluating financial data.				19,20,24	
Course Content				Hours	ILOs
1. The importance of business relationships				3	1
2. Relationships with customers				6	1,2
3. Relationships with suppliers				6	1,2
4. The economics of business relationships				6	5
5. Intermediation in business relationships				6	4
6. Technology and business networks				6	2
7. Managing networks				6	2

8. Developing the practice of business networking	6	3,4,5
Teaching Methods		
Lectures, Tutorials, Discussions, and Presentations		
Assessment Methods		
In course Assessments 30 %	Final Examination 70 %	Total 100%
Recommended Reading		
1. Ford, D., Gadde,L., Hakansson,H,. Snehota, I, <i>Managing Business Relationships</i> . Wiley. /The latest edition.		