

**LAUTECH OPEN AND DISTANCE LEARNING CENTRE**

**BSc. MARKETING**

**THE PRINCIPAL OFFICERS**

**OF THE UNIVERSITY**

THE VICE CHANCELLOR

**Prof. M. O. Ologunde**

THE REGISTRAR

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**SOURCES OF INFORMATION**

|  |  |
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| Admission, Pre-Registration, Course Registration, Matriculation, Examination matters, Records/Academic Transcript, Change of Names | Academic Liaison of the LODLC, LAUTECH, Ogbomoso |
| Scholarship and Prizes, Bursary Awards, Guidance and Counseling, Students’ Welfare/NYSC Matters, Registration of Clubs, Associations and Religious Fellowship and Foreign Student’s Matters. | The Student Affairs LAUTECH, Ogbomoso |
| Payment of Fees | E-Payment to LODLC Account,LAUTECH, Ogbomoso |
| Library | E-Library of the LODLC and Olusegun Oke Library, LAUTECH, Ogbomoso |
| Postgraduate Studies | Postgraduate School, LAUTECH, Ogbomoso |
| Health Services | Health Centre, LAUTECH, Ogbomoso |
| Information and Communication Technology | ICT LAUTECH, Ogbomoso |
| Sports and Athletics | Sports Unit, Registry Department, LAUTECH, Ogbomoso |
| Research and Development | Centre for Research and Development, LAUTECH, Ogbomoso |
| Security | Security Office, LAUTECH, Ogbomoso |
| Postal Services | LAUTECH, Post Office, Ogbomoso |
| University Publications, Public and Alumni Relations | Public and Alumni Relations Unit, Vice Chancellor’s Office, LAUTECH, Ogbomoso |

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Eng. K. S. Odedina *(NUC) Representative*  - Member

Prof. O. S. Amuda, *Vice Chancellor’s Representative* - Member

Mr. A. P. Akanbi, *Registrar’s Representative* - Member

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Prof. B. L. Ajibade, *Dean, Faculty of Nursing Science* - Member

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**2**. **Dean, Postgraduate School**

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**5. Dean, Faculty of Clinical Sciences**

 Prof. A. S. Adeyemi

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 Prof. S. O. Jekayinfa

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**10. Dean, Faculty of Nursing Sciences**

Prof. B. L. Ajibade

**11. Dean, Faculty of Pure and Applied Sciences**

 Prof. A. T. Oladipo

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Prof. J. O. Emuoyiboharhe

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**THE HISTORY OF LADOKE AKINTOLA UNIVERSITY OF TECHNOLOGY, OGBOMOSO**

The conception of the University began in 1987 when Governor Adetunji Olurin, the then Military Governor of Oyo State, whom in response to a letter from the Governing Council of the Polytechnic Ibadan, set up a seven member inter-committee under the chairperson of Mrs. Oyinkan Ayoola. The committee submitted its report in 1988 and recommended the establishment of a state university. In response to their submission, a 15 member committee of distinguished academicians under the chairmanship of Professor J.A Akinpelu was inaugurated to further deliberate on the matter. The committee again retained the earlier recommendation of the necessity for a university in the then Oyo State. Several other committees, notably that of the Archdeacon (Dr) E.O. Alayande also deliberated on the viability of an Oyo State University. In October 1989, an inter-ministerial committee set up by the Governor, Col. Sasaeniyan Adedeji Oresanya under the Chairperson of Mrs. Lydia Oyewumi Abimbola, the State Commissioner for Education conclusively approved the idea and launched the Higher Education Development Appeal Fund of the University. A total sum of N19m was realized in both cash and pledges from the launching ceremonies conducted in the State Capital and in all the 42 Local Government Areas of the State. Bashorun M.K.O. Abiola who was the Chief Launcher, donated a total sum of N2.5million.

 On 9th February 1990, the Abimbola Administerial Committee established a technical committee of distinguished Academician chaired by Prof. (Chief) E.A. Tugbiyile to formulate the blue print for the infrastructure and administration of the new university. The Committee submitted its report on 12th April, 1990 to the Government and was approved immediately on 13th April, 1990. With the Federal Mdilitary Government having acceded to the State’s request to set up the new University, Col. Oresanya signed the Edict establishing the University on 23rd April, 1990. He announced on 2nd May, 1990, the appointment of Professor Olusegun Ladimeji Oke (FAS), a distinguished Chemist as the first Vice-Chancellor of the University. In addition, the names of the Pro-Chancellor, Prof. Ojetunji Aboyade and other members of the first Governing Council were announced on 28th May, 1990 while Col. Sasaeniyan Oresanya himself became the first Chancellor in January 1991 with the approval of the succeeding Visitor, Col Abdulkarim Adisa. Other foundation Principal Officers are: Late Dr. O.D Tinuoye as the Registrar, Mr. D.O Olopade (Ag. Bursar) and Dr. Fasanya (Librarian).

 The first Academic session began on 19th October, 1990 with a total number of four hundred and thirty six (436) candidates offered admission to various courses in four Faculties namely: Agricultural Sciences, Environmental Sciences, Engineering and Technology and Pure and Applied Sciences. The College of Health Sciences was established in October 1991 with thirty (30) students.

 Arising from the creation of Osun State from the former Oyo State, the name of the University was changed from Oyo State University of Technology to Ladoke Akintola University of Technology, Ogbomoso and the Edict that established the University was appropriately amended.

 On June 15th 1997, at the expiration of the tenure of the first Vice-Chancellor, a Sole Administrator in person of Prof. A.M. Salau JP, FNIP, a renowned Physicist was appointed. He later became the Acting Vice-Chancellor on July 6, 1999 and substantive Vice-Chancellor, from May 23, 2000 to May 22, 2005. The Principal Officers during his tenure were Prof. J.O. Olapade and M.A Osundina as Deputy Vice-Chancellors, Messrs J.O. Oladokun, and Y.O Gbadamosi as Registrar and Acting Registrar respectively; Mr. T.O. Oyeleye, Bursar and Mr G. Adio, Acting Librarian.

On May 23, 2005, Prof. T.I Raji was appointed as the Acting Vice-Chancellor, the position he held till September 30, 2005. Thereafter, Prof.B.B. Adeleke, C.Chem; FCSN MNES assumed office as the third Vice-Chancellor of the University on October, 1, 2005 while Prof. R.O.R. Kalilu was elected as the Deputy Vice-Chancellor on January 5, 2006. The other Principal Officers namely: Dr. J.O. Faniran, Mr. E.A. Alagbe and G. Adio assumed office on July 1, 2006 as Registrar, Bursar and Librarian respectively, while Prof. O.O. Ojediran was elected as the Deputy Vice-Chancellor on January 22, 2008. On April 30, 2010, the Governing Council of the institution announced the appointment of Prof. Moshood Lanrewaju Nassar as the Ag. Vice-Chancellor of the Institution while Mr. Niyi Fehintola assumed office as the institution’s Ag. Registrar on July 27, 2010. Prof. A.S Gbadegesin was announced as the Ag. Vice-Chancellor on August 5, 2011 while Messrs J.A Agboola, A.A Okediji and I.O Ajala were appointed as Ag. Registrar, Ag. Bursar and Ag. Librarian respectively.

Prof. A.S Gbadegesin later became the substantive Vice-Chancellor while Messrs J.A Agboola, A.B.C. Olagunju and I.O. Ajala were in acting capacities in the positions of Registrar, Bursar and Librarian respectively while Prof. T.A Adebayo was the Deputy Vice-Chancellor.

Prof. M. O. Ologunde become the Vice-chancellor on February 14, 2019 with Dr. K. A. Ogunleye, Mr. A. A. Okediji and Dr (Mrs) M. A. Aboyade as the Registrar, Bursar and University Librarian respectively.

All other information about Ladoke Akintola University of Technology, Ogbomoso could be obtained from the University website *–* [***www.lautech.edu.ng***](http://www.lautech.edu.ng)

# HISTORY OF LODLC

A former Vice-Chancellor, Professor M. L. Nassar engaged the services of a Consultant and training outfit to assist in steering the University towards applying for an Open Distance Learning license sometime in 2011. During his tenure, a number of trainings were conducted towards obtaining license and commencement of ODL but it was not successful. The above process was steered by Academic Planning Unit.

In March 2011, a total of 17 members of academic staff attended training on the fundamentals of ODL. This was followed by a second set of 145 in May of the same year. You would agree with me that given this population size, we cannot exactly say that members of staff of LAUTECH are ignorant of the principles and practice of ODL. 45 individuals were trained in content development in Lagos in June 2011. This was to be a train-the-trainers intensive workshop involving various tools and multimedia devices. We followed up with trainings on ODL policy formulation in October 2012, two capacity building workshops for e-tutors and learner support teams in February and May 2014. Several in-house training have been conducted periodically till date.

**Table 1: List and Number of ODL Training**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/N** | **Date** | **Location** | **Participants** | **Focus** |
| 1. | 7th – 11th March, 2011 | Lagos |  17 Staff | Fundamentals of ODL |
| 2. | 9th – 13th May, 2011 | LAUTECH | 145 Staff | Fundamentals of ODL |
| 3. | 2nd – 4th June, 2011 | Lagos |  45 Staff | Course content development |
| 4. | 4th – 6th October, 2012 | Lagos |  4 Staff | Policy formulation for LODL |
| 5 | 11th – 15th Feb. 2014 | Lagos | 12 Staff | Capacity building Workshop |
| 6. | 5th – 9th May 2014 | LAUTECH ICT | 36 Staff | Capacity building Workshop II for E-tutors and Learner Support |
| 7. | 5th – 9th May 2014 | LAUTECH Senate Chamber | Stakeholders’ Sensitization workshop | Awareness of ODL |
| 8. | 1st – 5th September 2014 | LAUTECH ICT Centre | 38 Staff | NUC Guidelines in Evaluation and Assessments for ODL  |
| 9. | 22nd – 30th September, 2014  | Lagos | 13 Staff | Completion of Courseware Development |

In March 2012, a twelve man Committee was set up on four year projection plan for LAUTECH ODL through the Decision extract of the Senate meeting of Thursday February 23, 2012 with Professor M. O. Ologunde and Mrs. J. O. Oyetola as Chairman and Secretary respectively to look into Open and Distance Learning programme approved in principle and suggest the final draft to Senate.

The latest Committee named Implementation Committee on LAUTECH Open and Distance Learning was set up on June 11, 2012, **by Prof. A.S Gbadegesin, headed by Professor O. O. Fawole** with a clear mandate from the Senate to midwife the adoption and full Implementation of ODL in LAUTECH which is almost reaching a take off stage after the approval by Senate of four programmes namely: Computer Science, Accounting,Marketing and Nursing Science with the following as members of the committee

Prof. T. Ebijuwa - Postgraduate School

Prof. S. O. Jekayinfa - Director, Academic Planning

Prof. B. I. O. Ade-Omowaye - Food Science & Engineering Department

Dr. D. A. Adekanle - O & G Department (CHS Osogbo)

Dr. O. T. Arulogun - Director LICT

Dr. A. Lateef - Science Laboratory Technology Department

Mr. V. S. Ayodele - Student Affairs Unit

Mrs Oyetola - Secretary

HOD of Approved programmes - Co-opted

A lot has been committed financially and in terms of time and effort by staff of the University towards this enterprise. We would like to mention specifically that these trainings were done with the ODL guidelines proposed by NUC in mind. One of the earlier trainings produced a draft policy document for LAUTECH ODL.

One needs to mention that there were a few problems with the acceptance of the ODL idea at the beginning due to what was generally perceived as the violations of procedure by the last dispensation. Subsequently, in order to ensure a systems approach and University-wide ownership of the LODL, the Vice Chancellor, Professor A. S. Gbadegesin took steps to obtain Senate approval to commence action. We shall outline some of the decisions taken by the Senate below.

**Steps Taken by Senate So Far**

* Approval for the establishment of LAUTECH ODL Center (LODLC)
* Approval for to the take-off of LAUTECH ODL with four programmes namely: B.Sc. Computer Science, B.Sc. Accounting, B.Ns Nursing Science and B.Sc. Marketing
* Constitution of LAUTECH ODL implementation committee
* Approval of the LAUTECH ODL Policy framework

It is gratifying to note that we have the full support of Senate. The University Management has followed the leadership of the Senate by undertaking the following:

**Steps Taken by the Management**

* Initiation and funding of trainings on ODL methodologies
* Provision of building, office furniture Office and administrative staff
* Funding of activities of LAUTECH ODL implementation committee
* Provision of ICT infrastructure and manpower
* Support for course materials development
* Appointment of LODLC Project Consultant
* Allocation of take-off building to the LODLC
* Provision of Financial Allocation
* Support of Bursary and Registry

**Available Infrastructure and Capacity**

The committee can report authoritatively that the following infrastructures are in place to support a credible ODL operation in the University.

* Campus wide computer network facilities with internet provisioning
* Computer Based Testing (CBT) capability infrastructure that could handle at least 800 candidates at once
* Smart Lecture rooms with multimedia learning technology tools
* Well equipped physical and electronic libraries
* Standard laboratories
* ODL methodology compliant tutors
* Warehouse that can accommodate 20,000 course materials

**Surveys and Research**

We have also surveyed the primary locale for ODL deployment to determine

* the level of ICT literacy and supportive community and private infrastructure as well as the economic status,
* psychological preparedness
* Familiarity with ODL mode of clientele.

This is done in order to ensure that we deploy a system that is accessible and sustainable, and are better informed about the level and depth of support and training to give our clientele.

**UNIVERSITY GOVERNANCE**

 Ladoke Akintola University of Technology is an autonomous public institution with the general function of providing liberal higher education. The governing organs of the University consists of the Chancellor, Pro-Chancellor, Vice-Chancellor, Council, Senate, Congregation, all Graduates and Undergraduates of the University in accordance with the provisions of the Ladoke Akintola University of Technology, Ogbomoso Edict No.1 of 1990.

**THE COUNCIL**

The Council is the supreme governing authority of the University responsible for policy decisions that have financial implications, the general management of the University affairs, especially the control and maintenance of the property and expenditure of the University.

 The Council has power to do anything which in its opinion, is calculated to facilitate the activities of the University, including the regulation of the constitution and conduct of the University. Some members of Council are drawn from the general public. The Pro-Chancellor is the Chairman of Council. Other members of Council are the Vice-Chancellor, the Deputy Vice-Chancellor with the Registrar as the Secretary.

**THE SENATE**

The formulation of Academic polices including the organization and control of all academic activities of the University is the responsibility of the University Senate. The Senate is the coordinating body for academic recommendations from the various Faculties and Departments. It gives directives on academic matters through Boards of Colleges and Faculties. The membership of the Senate consists of the Vice-Chancellor as the Chairman, all Professors, Deans, Heads of Department, the University Librarian with the Registrar as the Secretary.

***The Senate performs the following functions among others:***

(a) Establishment, organization, control and allocation of responsibilities to Faculties and Departments in the University.

(b) Organization and control of course(s) of study in the University and Examination held in conjunction with those courses.

(c) Award of degrees and other such qualifications as may be prescribed in conjunction with examinations aforementioned.

(d) Recommendations to the Council with respect to the award to any person an Honorary Fellowship, Honorary Degree or the title of Emeritus Professor and selection for admission as students in the University.

(e) Determination of what descriptions of dress shall be academic dress for the purpose of the University functions and regulation of the use of Academic Dress.

(f) Appointment and Promotions of Teaching Staff.

(g) Supervision of the students’ welfare at the University and regulation of their conduct.

(h) Granting of scholarship, prizes and similar awards so far as the award is within the control of the University.

The work of the Senate is carried out through an intricate network of Committees, including the Committee of Provost and Deans, the Development Committee, Students Disciplinary Committee, Farm Management Committee, Board of Postgraduate school etc.

**CONGREGATION**

Congregation is the general assembly of all graduate members of the University Staff**,** both teaching and non-teaching. The Vice-Chancellor is the Chairman. The Congregation has the general functions of serving as a forum for discussing any of the University problems or issues and can make recommendations to Senate and Council in each of which it has two representatives. Congregation is also represented in the Search Committee for the appointment of the Vice-Chancellor.

**COLLEGE AND FACULTY BOARDS**

The University essentially operates the Faculty System. Each Faculty is governed by a Faculty Board, which broadly controls the academic programmes of the Faculty subject to senate approval. In order that senate may not be over burdened by details, good deals of the functions are delegated to the Faculty Board. The Chairman of the Faculty Board is the Vice-Chancellor represented by the Dean who is elected for a specific period of time from among the Professors in the particular Faculty or appointed by the Vice-Chancellor. The College of Health Sciences, however, operates the collegiate system. The Chairman of the College Board is the Vice-Chancellor represented by the Provost. There are two Faculties (Basic Medical Sciences and Clinical Sciences) within the College.

 Part of the functions of the Dean and the provost is to present at Convocation for the conferment of the Degrees, persons who have qualified for degrees of the University at University examinations held in the various Departments within the Faculty or College.

**PHILOSOPHY OF LODLC**

The philosophy of the LODLC is driven by an overriding desire to open up access to high quality, global standard and relevant education in an environment that is flexible, open, and humane and speaks to personal and collective realities. In pursuit of this, only appropriate technology shall be deployed and barriers to an engaging and satisfying learning experience will be minimized.

**OBJECTIVES OF THE PROGRAMME**

The following are the objectives of the programmme:

1. To inculcate in the students, broad based knowledge of the art and science of Marketing.
2. To promote best practice in marketing by developing skilled and knowledgeable individuals in the practice of Marketing, within the framework of professional and ethical guidelines.
3. To equip the students with essential analytical skills needed for the recognition, definition, and solution of Management/Marketing problems.
4. To inculcate leadership and interpersonal relations skills in the students.
5. To equip graduates with intellectual, academic and business skills that would prepare for them job placement, as well as make them capable of being self-employed and employment creators.
6. To adequately equip graduates with academic and research skills necessary for admission into Postgraduate degree programmes in Business and Marketing.

**LODLC ACADEMIC DEPARTMENT AND PROGRAMME**

The following are academic department and programmes of the centre :

1. Department of Computer Science
2. Department of Accounting
3. Department of Marketing
4. Department of Nursing

Director is the head of the LODLC, Programme coordinators co-ordinate the affairs of each programme and they are both responsible to the vice chancellor.

**ADMISSION OF STUDENTS INTO LODLC**

**(a) General Requirements**

(i) Admission to 100 levels is on the basis of performance in the Unified Tertiary Matriculation Examination (U.T.M.E) conducted by the Joint Admissions and Matriculation Board (JAMB) and University Post-UTME screening or meeting the basic requirement as specified by the University.

1. Only those who score up to the minimum pass mark will be considered for admission, notwithstanding whether such candidates already possess the minimum O/L requirement
2. All applicants will be required to fill out a questionnaire prior to application to enable the center evaluate their needs and expectations
3. All applicants shall be placed at levels determined by their performance at a literacy and communication competence test
4. In addition, candidate must possess at least five (5) credit passes in **SSCE/GCE/NECO/NABTEB** at not more than two sittings and the subjects must include English Language, Mathematics, Economics and two other relevant subjects. Commerce may be acceptable in lieu of Economics.
5. Candidates are also required to fulfill programme entry requirement as may be prescribed from time-to-time.

**(b) Admission by Direct Entry**

Candidate must possess at least Five (5) Credit passes in **SSCE/GCE/NECO/NABTEB** at not more than two sittings in ‘O’ level subjects listed above. Candidate must also posses the following;

* + HND Upper Credit in relevant disciplines
	+ HND lower Credit plus relevant Professional Qualifications
	+ OND Upper Credit in relevant disciplines
	+ Third Class degree in relevant field may also be considered

 **(c) Penalty for Gaining Admission with Falsified Credentials/Certificates**

Candidates admitted to the University are seriously warned in their own interest, not to present false credentials/certificates to the University for Admission. The law that established LAUTECH empowers the Senate to deprive such person of any Degree, Diploma or other Award of the University which has been conferred upon him/her if after due enquiry, it is discovered that the candidate has fraudulently gained admission into the University or obtained that award. Candidates offered admission to the University but who presented falsified credentials for registration would automatically forfeit such admission and be handed over to the Police for prosecution.

**DEFERMENT OF ADMISSION**

**Conditions for Deferment of Admission**

Any new student who, on account of ill-health or other unforeseen circumstance, wants to defer his/her admission must satisfy the following conditions:

1. Must be duly registered and matriculated; and
2. Must have paid all fees and obtained receipts.

**The Procedures for Deferment of Admission are as follows:**

1. Any new students who want to defer his/her admission should apply through the programme coordinator to the director
2. The academic Board will consider the application and make necessary recommendation to Senate.

**REQUIREMENTS FOR THE AWARD OF THE DEGREE**

1. To be eligible for the award of a degree, a student must satisfactorily complete the minimum number of units (148) prescribed for the degree.
2. He/she must, in addition, complete successfully, all compulsory courses as well as required and electives for the degree as prescribed.
3. The student must also satisfy both internal and external examiners in courses and examinations.
4. The final degree examination shall be moderated by an external examiner not below the rank of senior lecturer to be appointed annually for the final year class.

**COURSE STRUCTURE**

**100 Level: Marketing**

**First (Harmattan) Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Units** | **Status** | **LH** | **PH** |
| ECO 101 | Principles of Economics  | 2 | C | 30 | - |
| MTH 101 | Basic Mathematics  | 3 | C | 45 | - |
| CSC 101 | Introduction to Computers  | 3 | R | 45 | - |
| ACT 109 | Introduction to Business I | 2 | R | 30 | - |
| ACT 109 | Introduction to Business I | 2 | R | 30 | - |
| GST 111 | Communication in English I | 2 | C | 30 | - |
| GST 113 | Nigerian Peoples and Culture | 2 | R | 30 | - |
| GST 121 | Use of Library, Study Skills and ICT | 2 | C | 30 | - |
| GST 125 | Contemporary Health Issues | 2 | R | 30 | - |
| MKT 105 | Introduction to Insurance  | 3 | R | 45 | - |
|  | **Total** | **24** |  |  |  |

**Second (Rain) Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Units** | **Status** | **LH** | **PH** |
| ACT 102 | Introduction to Accounting | 3 | C | 45 | - |
| ACT 110 | Introduction to Business II | 2 | R | 30 | - |
| GST 112 | Logic, Philosophy and Human Existence | 2 | E | 30 | - |
| GST 122 | Communication in English II | 2 | C | 30 | - |
| MKT 106 | Basic Mathematics II | 3 | R | 45 | - |
| ACT 108 | Element of Government Administration | 2 | R | 30 | - |
| ECO 112 | Economic Principles | 2 | C | 30 | - |
| ACT 112 | Introduction to Finance | 3 | C | 45 | - |
|  | **Total** | **19** |  |  |  |

Keys: LH- Lecture Hour, PH- Practical Hour, E- Elective Courses, R- Required Courses

C – Compulsory courses

 **200 Level Marketing**

**First (Harmattan) Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Units** | **Status** | **LH** | **PH** |
| ACT 201 | Financial Accounting I | 3 | R | 45 | - |
| ACT 215 | Principles of Business Administration I | 2 | R | 30 | - |
| ACT 219 | Commercial Law I | 2 | R | 30 | - |
| ECO 201 | Introduction to Microeconomics | 2 | R | 30 | - |
| GST 211 | Environment and Sustainable Development | 2 | R | 30 | - |
| GST 223 | Introduction to Entrepreneurship  | 2 | R | 30 | - |
| MKT 203 | Business Statistics | 3 | R | 45 | - |
| MKT 211 | Elements of Marketing | 3 | C | 45 | - |
| MKT 205 | Introduction to Psychology | 2 | R | 30 | - |
|  | **Total** | **19** |  |  |  |

**Second (Rain) Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Units** | **Status** | **LH** | **PH** |
| ACT 202 | Financial Accounting II | 3 | E | 45 | - |
| ACT 216 | Principles of Business Administration II | 2 | E | 30 | - |
| ACT 220 | Commercial Law II | 2 | E | 30 | - |
| ECO 202 | Introduction to Macroeconomics | 2 | C | 30 | - |
| GST 222 | Peace and Conflict Resolution | 2 | E | 30 | - |
| GST 224 | Leadership Skills | 2 | R | 30 | - |
| MKT 204 | Quantitative Analysis | 3 | C | 45 | - |
|  | **Total** | **16** |  |  |  |

Keys: LH- Lecture Hour, PH- Practical Hour, E- Elective Courses, R- Required Courses

C – Compulsory courses

**300 Level Marketing**

**First (Harmattan) Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Units** | **Status** | **L.H.** | **P.H.** |
| MKT 309 | Management Theory | 2 | R | 30 | - |
| MKT 319 | Financial Management | 3 | E | 45 | - |
| GST 311 | Entrepreneurship | 2 | C | 30 | - |
| MKT 301 | Cost and Management Accounting | 3 | R | 45 | - |
| MKT 303 | Principles of Marketing | 3 | C | 45 | - |
| MKT 305 | Consumer Behaviour | 3 | C | 45 | - |
| MKT 307 | Total Quality Marketing | 3 | C | 45 | - |
|  | **Total** | **19** |  |  |  |

**Second (Rain) Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Units** | **Status** | **L.H.** | **P.H.** |
| MKT 310 | Human Behaviour in Organisation | 2 | R | 30 | - |
| MKT 320 | International Business | 2 | E | 30 | - |
| MKT 318 | Public Relations in Organizations | 2 | R | 30 | - |
| MKT 302 | Promotion | 2 | C | 30 | - |
| MKT 304 | Distribution and Sales Management | 3 | C | 45 | - |
| MKT 306 | Service Marketing | 2 | C | 30 | - |
| MKT 308 | Retailing Management | 3 | C | 45 | - |
| MKT 312 | Research Methods | 3 | C | 45 | - |
| MKT 314 | Business to Business Marketing | 3 | R | 45 | - |
| MKT 316 | Customer Service | 2 | R | 30 | - |
|  | **Total** | **24** |  |  |  |

Keys: LH- Lecture Hour, PH- Practical Hour, E- Elective Courses, R- Required Courses

C – Compulsory courses

**400 Level Marketing**

**First (Harmattan) Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Units** | **Status** | **LH** | **PH** |
| MKT 423 | Business Communication Skills I | 2 | E | 30 | - |
| MKT 403 | Production and Operation Management | 3 | C | 45 | - |
| MKT 405 | Relationship Marketing | 3 | C | 45 | - |
| MKT 407 | Advertising and Promotional Strategies  | 2 | C | 30 | - |
| MKT 409  | Marketing Research | 2 | C | 30 | - |
| MKT 411 | Integrated Marketing Communication | 2 | R | 30 | - |
| MKT 413 | Marketing Ethics | 2 | R | 30 | - |
| MKT 415 | Branding | 2 | R | 30 | - |
| MKT 425 | Student Industrial Work Experience Scheme | 2 | C | - |  |
| ACT 419  | Business Policy and Strategy I | 2 | E | 30 | - |
|  | **Total** | **22** |  |  |  |

**Second (Rain) Semester**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Units** | **Status** | **LH** | **PH** |
| MKT 404 | Research Project | 6 | C |  |  |
| MKT 406 | Internet Marketing | 3 | C | 45 | - |
| MKT 408  | Marketing Management | 3 | C | 45 | - |
| MKT 410 | International Marketing(Global Marketing) | 2 | R | 30 | - |
| MKT 412 | Analysis for Business Decision | 2 | R | 30 | - |
| MKT 414 | Marketing Internship | 2 | R | 30 | - |
| ACT 420 | Business Policy and Strategy II | 2 | E | 30 | - |
| MKT 422 | Business Communication Skills II | 2 | E | 30 | - |
|  | **Total** | **22** |  |  |  |

Keys: LH- Lecture Hour, PH- Practical Hour, E- Elective Courses, R- Required Courses

C – Compulsory courses

**COURSE SYNOPSIS**

**100 Level**

**MKT 106: Basic Mathematics II (3 Units: LH 45)**

Transcendental functions. Hyperbolic functions. Inverse functions. Logarithmic. Differentiation. Methods of integration. Integration functions. Integration by parts. Improper integrals. Applications. Areas and volumes. Centre of mass. Ordinary differential equations. First-order equations with variable separable. First order linear equations. Second order homogeneous equations with constant coefficients. Applications. Plane analytic geometry. Rectangular Cartesian co-ordinates. Distance between two points. The straight line. Loci. The circle, parabola, ellipsis and hyperbola. Second degree curves. Plan polar co-ordinate system. Graphs of polar equations. Plane areas in polar co-ordinates. Vectors. Vector addition and multiplications. Products of three or more vectors. Vector functions and their derivatives. Velocity and acceleration. Matrix algebra. Addition and multiplications. Transpose. Determinants. Inverse of non-singular matrices. Cramer’s rule and application to the solution of linear equations. (Examples should be limited to m x n matrices where m 3, n 3.) Transformations of the plane. Translation, reflection, rotation, enlargement, shear. Composition. Composition of transformations. Invariant points and lines.

**ECO 101: Introduction to Economic (2 Units: LH 30)**

The basic problem of economics and the nature of economic science; specializations in the field, micro and macro economics; addressing the issue of scarcity and scales of preference; demand and supply functions and consumer behaviour; economics and national development.

**MTH 101: Elementary Mathematic I (3 Units: LH 45)**

**(Algebra and Trigonometry)**

Elementary set theory, subsets, union, intersection, complements, venn diagrams. Real numbers; integers, rational and irrational numbers, mathematical induction, real sequences and series, theory of quadratic equations, binomial theorem. Complex numbers; algebra of complex numbers; the Argand diagram. De-Moivre’s theorem, nth roots of unity. Circular measure, trigonometric functions of angles of any magnitude, addition and factor formulae.

**CSC 101: Introduction to Computer (3 Units: LH 30, PH: 45)**

Survey of computers and information processing and their roles in society. This course introduces a historical perspective of computing, hardware, software, information systems, and human resources and explores their integration and application in business and other segments of society. Students will be required to complete lab assignments using the PC’s operating system, and several commonly used applications, such as word processors, spreadsheets, presentations, graphics and other applications. Internet and on-line resources, browsers and search engines.

**ACT 109: Introduction to Business** I **(3 Units: LH 45)**

The Scope of Business; the Character of business from social, legal and economic perspectives. Forms of ownership, organisation and Management.

**ACT 110: Introduction to Business II (3 Units: LH 45)**

Marketing, Production, Finance and Accounting Functions, Government and Business. The Social responsibility of business. International business. Problems of Nigerian business enterprises.

**GST 111**: **Communication in English I: (2 Units: LH 30)**

Effective communication and writing in English Language skills, essay writing skills (organization and logical presentation of ideas, grammar and style), comprehension, sentence construction, outlines and paragraphs.

**GST 112**: **Logic, Philosophy and Human Existence (2 Units: LH 30)**

A brief survey of the main branches of Philosophy; Symbolic logic; Special symbols in symbolic logic-conjunction, negation, affirmation, disjunction, equivalent and conditional statements, law of tort. The method of deduction using rules of inference and bi-conditionals, qualification theory. Types of discourse, nature or arguments, validity and soundness, techniques for evaluating arguments, distinction between inductive and deductive inferences; etc. (Illustrations will be taken from familiar texts, including literature materials, novels, law reports and newspaper publications).

**GST 113**: **Nigerian Peoples and Culture (2 Units: LH 30)**

Study of Nigerian history, culture and arts in pre-colonial times; Nigerian’s perception of his world; Culture areas of Nigeria and their characteristics; Evolution of Nigeria as a political unit; Indigene/settler phenomenon; Concepts of trade; Economic self-reliance; Social justice; Individual and national development; Norms and values; Negative attitudes and conducts (cultism and related vices); Re-orientation of moral; Environmental problems.

**GST 121**: **Use of Library, Study Skills and ICT (2 Units: LH 30)**

Brief history of libraries; Library and education; University libraries and other types of libraries; Study skills (reference services); Types of library materials, using library resources including e-learning, e-materials, etc.; Understanding library catalogues (card, OPAC, etc.) and classification; Copyright and its implications; Database resources; Bibliographic citations and referencing.Development of modern ICT; Hardware technology; Software technology; Input devices; Storage devices; Output devices; Communication and internet services; Word processing skills (typing, etc.).

**GST 122**: **Communication in English II (2 Units: LH 30)**

Logical presentation of papers; Phonetics; Instruction on lexis; Art of public speaking and oral communication; Figures of speech; Précis; Report writing.

**GST 125: Contemporary Health Issues (2 Units: LH 30)**

Diet, exercise and health, nutritional deficiency diseases, malaria, other infections, hypertension, organ failure, air-borne diseases, sexually transmitted diseases, cancer and its prevention, sickle cell disease. HIV/AIDS: Introduction, epidemiology of HIV, natural history of HIV infection, transmission of predisposing factors to HIV, Impact of HIV/AIDS on the society, management of HIV infection, prevention of HIV. Drugs and Society: sources of drugs, classification of drugs, dosage forms and routes of drug administration, adverse drug reactions, drug abuse and misuse, rational drug use and irrational drug use. Human kinetics and health education: personal care and appearance, exercise and health, personality and relationship, health emotions, stress, mood modifiers, refusal to tobacco, alcohol and other psychoactive drugs.

**MKT 105: Introduction to Insurance (3 Units: LH 45)**

Historical development of insurance. Insurance carriers and institutions. The scope of insurance. The general functions of insurance. Detailed analysis of the various classes of insurance. Company organisation and operations. The insurance contract and analysis. Social insurance, pension schemes. Group insurances. Current legislation in Nigeria on insurance business. The general principles of insurance, insurable interest; Utmost good faith; indemnity; subrogation and contribution, proximate cause insurance and wagering. The insurable market; insurers and insured; brokers and agents. Insurance Association and Organization; insurance in practice; physical and moral hazard, renewals claims and disputes in the practice of insurance. Insurance marketing. History of Insurance legislation in Nigeria.

**MKT 106: Basic Mathematics II (3 Units: LH 45)**

Transcendental functions. Hyperbolic functions. Inverse functions. Logarithmic. Differentiation. Methods of integration. Integration functions. Integration by parts. Improper integrals. Applications. Areas and volumes. Centre of mass. Ordinary differential equations. First-order equations with variable separable. First order linear equations. Second order homogeneous equations with constant coefficients. Applications. Plane analytic geometry. Rectangular Cartesian co-ordinates. Distance between two points. The straight line. Loci. The circle, parabola, ellipsis and hyperbola. Second degree curves. Plan polar co-ordinate system. Graphs of polar equations. Plane areas in polar co-ordinates. Vectors. Vector addition and multiplications. Products of three or more vectors. Vector functions and their derivatives. Velocity and acceleration. Matrix algebra. Addition and multiplications. Transpose. Determinants. Inverse of non-singular matrices. Cramer’s rule and application to the solution of linear equations. (Examples should be limited to m x n matrices where m 3, n 3.) Transformations of the plane. Translation, reflection, rotation, enlargement, shear. Composition. Composition of transformations. Invariant points and lines.

**200 Level**

**ACT 201 Financial Accounting I (3 Units: LH 45)**

1. Introduction to financial accounting: Nature and purpose of accounting; Accounting principles, concepts and conventions; Books of accounts: Cash book, sales daybook, purchase daybook, returns daybook, and general ledger.
2. Principles and practice of double entry bookkeeping: Golden rules of double entry; Ledger accounts – posting & balancing
3. Trial balance: Its scope, uses and correction of errors; Use of suspense accounts; Preparation of trial balance from accounting records and list of ledger balances
4. Capital and revenue expenditure: allocation of income & expenditure between capital and income
5. Accounting treatment of Assets, Capital and Liabilities: Accounting treatment of tangible & intangible assets: Accounting treatment of stocks, debtors, cash & bank balances; Accounting treatment of liabilities; Accounting treatment of provision & reserves; Accounting treatment of capital.
6. Control Accounts: Their uses, processes, and benefits derivable.
7. Bank transactions: Adjusted cashbook and bank reconciliation statements.
8. Final accounts of sole proprietorship: Adjustments for accruals, prepayments, and provisions; preparation of final accounts of sole trade, profit & loss account and balance sheet.

**ACT 202: Financial Accounting II (3 Units: LH 45)**

1. Incomplete records.
2. Accounts for non-profit making organizations (NGOs, clubs, societies and associations); Receipts and payments accounts, Income and expenditure accounts and statement of affairs.
3. Manufacturing Accounts: manufacturing, trading profit and loss account and balance sheet.
4. Partnership: Formation of partnership; accounting treatment of admission, retirement, removals and death of partner; Revaluation of assets and good will on admission , retirement, removal or death of partners; Amalgamation and absorption of partnership; Dissolution of partnership, including piecemeal realization and distribution; Preparation of partnership accounts.
5. Joint Venture Accounts.

**ACT 215: Principles of Business Administration I (3 Units: LH 45)**

To help the learner gains an insight into various forms of business organizations, their operations, the functional areas within these organizations and how they relate. The course also aims at introducing students to the environment of modern business organizations and the appreciation by students of the relationships and interactions of different areas of business.

* 1. Nature and purpose of business organizations
	2. Forms of business organizations
	3. Formation of companies
	4. Business Combinations
	5. Multinational companies
	6. The production function
	7. The finance function

**ACT 216: Principles of Business Administration II (3 Units: LH 45)**

* 1. Human resources Management
	2. The Marketing Function
	3. Entrepreneurial activity in gearing business in Nigeria; Factors influencing business entrepreneurs
	4. Social Responsibility of business
	5. Business environment

Financial Markets and the stock exchange/securities

**ACT 219:** **Commercial Law I (4 Units: LH 45; PH 15)**

(a) Sale of goods: nature and formation of the contract (b) conditions, warranties and representations (c) ownership and passing – off of property (d) duties of the seller (e) duties of the buyer (f) effect of contract (g) remedies (h) special commercial contracts in outline (i) the use of various payment devices e.g. cheques, credit cards, luncheon and fuel vouchers.

**ACT 220:** **Commercial Law II (4 Units: LH 45; PH 15)**

(a) Hire purchase: nature and meaning of hire purchase (b) hire purchase in common law and under the Hire Purchase Act 1965 (c) Ownership and passing – off of property (d) remedies of owner and hirer (e) minimum payment clauses and damages (f) standard form hire – purchase agreements (h) bills of sales (i) conditional sale and credit sale agreements.

(a) Agency: definition, formalities and capacity (b) authority of the agent (c) ratification: types of agents (d) rights and duties of principal and agent (e) termination of agency (f) relationship of principal and agents to third parties.

# ECO 201: Introduction to Micro-Economics (4 Units: LH 60)

Micro-economic theory is introduced; other topics include, problem of scarce resources and allocation of resources in product and factor markets with application to Nigerian and other economies; equilibrium concept, possibility of disequilibrium, partial equilibrium and general equilibrium analyses are discussed. Supply and demand theory and the cobweb theory are introduced along with introductory dynamics and consumer behaviour. Other topics include general equilibrium of exchange; production theory; and cost curves. Other topics are pricing and output under perfect competition, imperfect competition, monopoly and monopolistic competition. The course concludes by examining pricing of production factors and theory of comparative costs.

# ECO 202: Introduction to Macro-Economics (4 Units: LH 60)

Macro-economic theory is introduced along with national income accounting, macro-economicaggregates as well as the classical system--namely Keynesian system and the monetarist system. Other topics include domestic economic stabilisation, monetary and fiscal policies, price control and inflation.

**GST 211: Environment and Sustainable Development (2 Units: LH 30)**

Man – his origin and nature; Man and his cosmic environment; Scientific methodology, Science and technology in the society and service of man. Renewable and non-renewable resources – man and his energy resources. Environmental effects of chemical plastics, Textiles, Wastes and other materials, Chemical and radiochemical hazards, Introduction to the various areas of science and technology; Elements of environmental studies.

**GST 222: Peace and Conflict Resolution (2 Units: LH 30)**

Basic Concepts in peace studies and conflict resolution; Peace as vehicle of unity and development; Conflict issues; Types of conflict, e. g. Ethnic/religious/political/ economic conflicts; Root causes of conflicts and violence in Africa; Indigene/settler phenomenon; Peace – building; Management of conflict and security. Elements of peace studies and conflict resolution; Developing a culture of peace; Peace mediation and peace-keeping; Alternative Dispute Resolution (ADR). Dialogue/arbitration in conflict resolution; Role of international organizations in conflict resolution, e.g. ECOWAS, African Union, United Nations, etc.

**GST 223: Introduction to Entrepreneurial Studies (2 Units: LH 30)**

Introductory Entrepreneurial skills: Relevant Concepts: Enterprise, Entrepreneur, Entrepreneurship, Business, Innovation, Creativity, Enterprising and Entrepreneurial Attitude and Behaviour. History of Entrepreneurship in Nigeria. Rationale for Entrepreneurship, Creativity and Innovation for Entrepreneurs. Leadership and Entrepreneurial Skills for coping with challenge. Unit Operations and Time Management. Creativity and Innovation for Self-Employment in Nigeria. Overcoming Job Creation Challenges. Opportunities for Entrepreneurship, Forms of Businesses, Staffing, Marketing and the New Enterprise. Feasibility Studies and Starting a New Business. Determining Capital Requirement and Raising Capital. Financial Planning and Management. Legal Issues, Insurance and Environmental Considerations.

**GST 224: Leadership Skills (2 Units: LH 30)**

Transformation is a fundamental shift in the deep orientation of a person, organization or society such that the world is seen in new ways and new actions and results become possible that were impossible prior to the transformation. Transformation happens at the individual level but must be embedded in collective practices and norms for the transformation to be sustained. Leadership Development Programme (LDP) proposes novel approaches to teaching and learning, which emphasizes the practical involvement of participants. It is interactive and involves exercises and actual implementation of breakthrough projects by teams that make difference in the lives of the target population. In this course, leadership concepts comprising of listening, conversation, emotional intelligence, breakthrough initiatives, gender and leadership, coaching and leadership, enrollment conversation and forming and leading teams will be taught.

**MKT 203: Business Statistics (3 Units: LH 45)**

Business Statistics course is designed to develop an understanding and working knowledge of statistics and statistical procedures. This course is intended to provide a background capacity in statistical description and analysis, appropriate for a business student. The focus of the course is on the practical use of data in a business/economic decision environment, especially in an environment of risk and uncertainty. The students who enrol in this course need a background in algebra and business mathematics, This course is a study of statistical methods, descriptive statistics and inferential statistics. This course uses a problem solving approach that focuses on proper interpretation and use of statistical information, while developing necessary understanding of the underlying theory and techniques. Topics include the role of statistics in modern business environments and for management information, data collection, data tabulation, probability concepts and probability distributions, sampling distribution, interval estimation and hypothesis testing, correlation and regression analysis.

**MKT 204: Quantitative Analysis (3 Units: LH 45)**

The goals of quantitative analysis are:

* + Problem solving with practical, authentic application problems.
	+ Analyses, interpretation, and questioning of results
	+ In-depth understanding of mathematical concepts of beginning algebra and geometry to gain an appreciation of mathematics.

Students will work as teams on major projects to:

* + Determine the reasonableness of results.
	+ Interpret results.
	+ Use critical thinking skills to analyze results.
	+ Organize and present information graphically, numerically, symbolically, and verbally.

Quantitative Analysis theory, techniques, and tools to support and facilitate managerial decision-making. Includes financial, statistical, and operational modelling.

**MKT 211: Elements Of Marketing (3 Units: LH 45)**

Introduction: Marketing definition, concept, Evolution, Role and Importance, The Marketing System. The Market Analysis:Marketing Environment, Buyer Behaviour, Market Segmentation; Market Measurement and Forecasting; Marketing Research. The Marketing Mix: The Product Concept, Development and Live Cycle; Product Classification and Marketing Strategies, Pricing, Management of the Channels of Distribution. Promotion: Advertising, Personnel Selling, Public Relations and Sales Promotion, Marketing of Professional Services. Appraising the Marketing Effort.

**MKT 205: Introduction to Psychology (2 Units: LH 30)**

Psycho-biological basis of behaviour; Survey of the major topics, theories, and research results of contemporary psychology.

**300 Level**

**MKT 310: Human Behaviour In Organisations (2 Units: LH 30)**

The most important aspects of organisations are the people: the men and women who make up management as well as the work force. The aim of this course is to provide a systematic understanding of organisational life as created by the human beings in the firm. Students will be encouraged to understand issues such as group dynamics, individual differences, values and perceptions, organisational politics as well as interpersonal interactions. Theories, concepts and issues in the field of organizational behaviour with an emphasis on individual and team processes. Core topics include employee motivation and performance, stress management, communication, work perceptions and attitudes, decision-making, team dynamics, employee involvement and conflict management.

**MKT 309: Management Theory (3 Units: LH 45)**

Concepts of theory in the physical and social sciences. Levels of theory. The features of theory in management. Links between management theories and management models. Practice of management conduct as a test of good management theory. Existing difficulties of developing useful management theories in Nigeria and other developing countries. Theories of management, e.g. the scientific management movement, the human relations movement, the systems movement, and the managerial behavioural movement, Theory X and Theory Y. The Grid approach, Participative models. Management by objectives, Quantitative and behavioural control models, Testing specific theories and models in Nigeria. Criteria for locating bad management practices, and ideas of how better management theories may be introduced to particular Nigerian organizations.

**MKT 319: Financial Management** **(2 Units: LH 30)**

The nature, scope and purpose of Financial Management; Sources and costs of short, medium – and long-term finance; sources and problems of new financing, capital budgeting; management of working capital. Analysis and interpretation of basic financial statements; business mergers and take-overs; determinants and implications of dividend policy, valuation of shares, assets and enterprises. Risks of Finance and methods of avoiding them. Banking systems and industrial finance, Mortgage Finance, Capital Structure of Nigerian firms.

**MKT 320: International Business (3 Units: LH 45)**

Introduction: The concept of International Business, Classical Trade Theory: Introduction, Mercantilism and Nation Building, Free Trade (Theory of Absolute Advantage), Theory of comparative advantage, The Assumptions of classical Trade Theory, Modern Trade Theory: Factor Proportions and Factor Intensity, Offer Curves – Reciprocal Demand and Supply, Dynamic Factors. Changing the Basis of Trade, Terms of Trade Measures, and The Effects of Tariff; International Finance: Balance of Payments Accounting – Credits, Debits, and Current Account, Balance of Payment Accounting – The Financing Accounts, National Income, Prices and Trade Balance, The Foreign Exchange Markets, Relatively Fixed Rate System. The Gold and Gold Exchange standard. International Business Environments.

**GST 311 Entrepreneurship Studies (2 Units: LH 30)**

Profiles of business ventures in the various business sectors such as:

Soap/Detergent, Tooth brush and Tooth paste making; Photography; Brick making; Rope making; Brewing; Glassware production/ Ceramic production, Paper production; Water treatment/conditioning/packaging; Food processing/preservation/packaging; Metal fabrication; Tanning industry; Vegetable oil extraction; Farming; Fisheries/aquaculture; Plastic making; Refrigeration/Air-conditioning; Carving, Weaving; Bakery; Tailoring; Printing; Carpentry; Interior Decoration; Animal husbandry etc. Case Study Methodology applied to the development and administration of Cases that bring out key issues of business environment, start-up, pains and gains of growth of businesses, etc. with particular reference to Nigerian businesses. Experience sharing by business actors in the economy with students during Case presentations.

**MKT 318: Public Relations (2 Units: LH 30)**

Modes of marketing; Modal splits; information and image packaging and management; staff orientation and motivation.

**MKT 301: Cost and Management Accounting (3 Units: LH 45)**

Nature, Scope and Functions of Cost and Management Accounting. The Principles underlying the preparation and presentation of Cost Accounts for various types of business. The Different Meanings of ‘Cost’: Viz: Historical Costs, Standard Cost, Marginal Cost, Average Cost etc. Cost Unit and Cost Centres. The Elements of Cost and Classification of Costs. Cost Accounting for Material, labour, Over-heads and Equipment: Job and Process of Cost Accounting, Elements of Marginal Costing, Standard Costing and Budgetary Control. Double Entry Accounts for Cost Control. Nature and Uses of Accounting Ratio. Elementary Break-even Analysis, Current Problems and Issues.

**MKT 302: Promotion (3 Units: LH 45)**

The concept and Nature of Promotion The Role of Promotion in marketing, Behaviour and Communication, Cultural and Social Conditions, Creativity in Promotion, Elements of the Promotion Mix: Personal Selling , Advertising, Sales Promotion, Publicity; Management of the Promotion, Programme Ethical and Legal Environmental of Promotion. Environment of Promotion, Budgeting for Promotion

**MKT 303 Principles of Marketing (3 Units: LH 45)**

Marketing is the business function that identifies customer needs and wants, determines which target markets the organization can serve best, and designs appropriate products, services, and programs to serve these markets. It guides the entire organization. The goal of marketing is to create customer satisfaction by building value-based relationships with customers, in conjunction with other internal and external business units. The end-result is gaining market leadership by understanding consumer needs and finding solutions of superior value, quality, and service.

The objective of this course is to take a practical, managerial approach to marketing. It gives the student a comprehensive and innovative, managerial and practical introduction to marketing. The Principles of Marketing provides in-depth exposure to practical examples and applications about managerial decisions. These include the trade-off between the organization’s objectives and resources against needs and opportunities in the marketplace.

* + To understand the marketing concept.
	+ To recognize and suggest applications of the marketing concept.
	+ To identify implications of the marketing concept for the accounting, finance, research and development, purchasing, production, and personnel functions for marketing and service functions.
	+ To evaluate the effects of the marketing concept on the firm, consumers, and society.

**Course Topics are:**

* + Marketing Management Process
	+ Analyses of Market Opportunities
	+ Selection of Target Markets
	+ Development of Marketing Mix
	+ Management of Marketing Effort
	+ Careers in Marketing in Careers

**MKT 304: Distribution and Sales Management (3 Units: LH 45)**

1. **Sales Management and Control:** Setting Personal-Selling Objectives, Determining Sales Policies, Formulating Personal-Selling Strategy.
2. **Organising the Sales Effort:** The Sales Executive Jobs. The sales organization, Distributive Network Relations. Sales Forecasting.
3. **Sales Force Management:** Personnel Management in the Selling Field, recruiting and Selecting Sales Personnel, Planning and Conducting Sales Training Programme, Sales Techniques, Motivating the Individual Sales Person, Sales Meeting and Sales Contests, Compensating Sales Personnel, Assigning Sales Personnel to Territories, evaluating and Supervision Sales Personnel.
4. **Controlling Sales Effort:**  The Sales Budget, Quotas, Sales Control and Analysis.

**MKT 305: Consumer Behaviour (3 Units: LH 45)**

The course introduces the student to the influence that consumer behaviour has on marketing activities. Students will apply theoretical concepts to marketing strategies and decision making. Topics include :

1. **Introduction:** Role of the Consumer in Marketing, the Consumer Perspective and View Points, Overview of Consumer Decision – Process behaviour
2. **Group Influence on Consumer:** Culture Context of Consumer Behaviour, Social stratification, Reference Group and Sub-Culture Influences.
3. **The Nature and Influence of Individual:** Predispositions. Information Processing, Learning Process, Evaluative Criteria, Attitudes, Personality.
4. **Attitude Change and Persuasive Communication:** Nature of Communication; Attitude Change:
5. **Decision Processes:** Problem Recognition Processes, Evaluation Processes, Purchasing Processes, Post-Purchase Processes.
6. (vi) **Consumerism**: Issues in consumerism, Current Status of Consumer Behaviour Research.

**MKT 306: Service Marketing (3 Units: LH 45)**

The foundation of this course is the recognition that services present special challenges that must be identified and addressed. Problems commonly encountered in service organizations not faced by goods businesses-the inability to inventory, difficulty in synchronizing demand and supply, and challenges in controlling the performance quality of human interactions- need to be articulated and tackled by managers. Many of the strategies include information that is new to marketing The attraction, retention, and building of strong customer relationships through quality service (and services) are at the heart of this course. Most of the topics in this course are equally applicable to organizations whose core product is service (such as banks, transportation companies, hotel, hospitals, educational institutions, professional services, telecommunication) and to organizations that depend on service excellence for competitive advantage (high-technology manufacturers, automotive and industrial products etc), It will explore service processes and delivery, customer loyalty, pricing, communications, and capacity by studying businesses in a variety of service industries. The 4 Ps concept will be expanded to represent 8 Ps for the services sector. The course uses extensive individual work, both inside and outside of the class, with an emphasis on application to provide a strong understanding of the fundamentals of services marketing.

**MKT 307:** **Total Quality Marketing (3 Units: LH 45)**

The course will introduce students to quality planning techniques and effective control techniques. This means that students will learn to view quality from a variety of functional perspectives and in the process, gain a better understanding of the problems associated with improving Quality and also quality tools utilized in marketing.

Course Content

1) Introduction to Total Quality Marketing (TQM)

* Total Quality Marketing tools applicable to service.
1. Service Quality:
* Definition of Service Quality
* Importance of Service Quality
* Managing Quality Service
* Complaint Management, Service guaranteed and Service Recovery
* Developing and implementing effective feedback system.

 3) Goods Quality

* Introduction
* Goods characteristics
* Goods Classification.

 4) Relationship Marketing:

* Identifying Customers
* Customer Relationship Marketing Strategies
* Personal Selling and Relationship Marketing
* Managing Customer Loyalty and Retention
* Measurement of Customer Satisfaction.

5) Implementing Total Quality Marketing.

**MKT 308: Retailing Management (3 Units: LH 45)**

Retailing as a course, is structured to teach those business activities involved with the sale of goods and services directly to final consumers. The objective of this course is to expose students to the crucial role played by retailing in any marketing process as part of the distribution function. The student also acquires knowledge of the major types of retailers, managing the retail function, service retailing, internationalization of retailing and the future of retailing.

MKT 312: Research Methods (3 Units: LH 45)

interpretation in dealing with business and organizational behaviour problems in Nigeria; the art of problem identification and analysis, data gathering, analysis and report writing; the problems and prospects of business research in a seller’s market like Nigeria.

**MKT 314: Business to Business Marketing (3 Units: LH 45)**

This course examines practices, strategies, and managerial problems unique to marketing and distribution of products and services to industrial and business buyers. Additional factors examined are procurement and sales practices, and cost and price analysis. This is a required marketing course for marketing majors.

**MKT 316: Customer Service (2 Units: LH 30)**

**E**xplores the fundamentals of customer service, with focus on the “human “ side of business and the importance of understanding and supporting those who depend on your business both domestic and international. Students develop core competencies necessary for providing excellent customer service throughout the world. The need of appreciating diversity, developing loyalty, dealing with angry customers and winning back upset customers will be discussed.

**400 Level**

**MKT 419: Business Policy and Strategy I (2 Units: LH 45)**

Concepts of strategy in relation to business, Corporations, and Management. Linkage between organization and their environments. Concepts of policies, decision-making, business objectives, performance criteria, structure, and managerial behaviours. Practice in calculating simple financial and economic indices from business data and other accounting information. Learning the behavioural implications of courses of action. Analyzing a firm’s opportunities and threats, strengths and weaknesses. Selecting strategies and structures of public liability companies from their published annual reports. Developing clear business objectives, setting clear strategies and policies, and presenting structures that are capable of being used in implementing chosen strategies. Organic

**MKT 420: Business Policy and Strategy II (2 Units: LH 45)**

Business functions of marketing, production, finance, and personnel in Nigeria. Management process of corporate planning. Budgeting and control, business performance appraisal, managing by objectives, motivating group and individual efforts, and generally relating an organization to the changes taking place in its environment. Predicting the dynamic environment. Impact of environmental changes on the strategies and performance of a firm. Analysis of the role of employee and managerial behaviour in success or failure of strategy implementation. Integrated analysis. Recent developments affecting the strategy formulation and implementation processes of firms in Nigeria.

**MKT 222 : Business Communication Skills I (3 Units: LH 45)**

Rudiments of Communication: Communication Defined, Elements of Communication, Principles of Communication; Oral, Written and Non verbal Communication: Language Defined, Non-verbal communication, Listening, Oral and written Communication; Functions and settings of Communication: Functions of Communication, Communication setting; Communication Theories and Models: Linear Model, Interactional Model, Transactional Model etc. Writing and Communication Methods: Writing Defined, stages of Writing, other Aspects of the Writing Process, Corporate and Public Communications, Commercial Communication Method and Letter Writing.

**MKT 223: Business Communication Skill II (3 Units: LH 45)**

Process of Meetings, Conferences, Seminars, Symposium and Debates: Meeting Defined, Conduct, Procedures, Aims and Benefits/Disadvantages of Meetings, Written Rules Affecting Meetings, Conference, Seminar, Symposium and Debates. Uses of Words, Sentences and Figurative Expressions, Words and their Meanings, Synonyms and Antonym Dynamism in Words, and Predication, Suffixation, Sentences/Figurative Expression. Reports and Handover notes: Types of Reports, Components of Reports and Handover Notes. Organization communication: The concept of organizational communication, Factors Affecting Effectiveness of Organizational Communication. Types of organizational Communication. Public Relations and Marketing Communication.

**MKT 403: Production and Operations Management (3 Units: LH 45)**

This course addresses issues and methods of production/operations management .It gives you an introduction to the functional area of production and operations management as practiced in manufacturing industries and the services sector. Topics include: Elements of Production; Production and Process Design and Management, Facility location and Layout; Modern Tools and Machinery of Production, Standards Definition, Line Balancing, Automation, Production Scheduling and Control, Work Study, Maintenance and Tools and Equipment, Quality Control.

Inventory Control, Project Planning, Forecasting, Aggregate Planning Control and material Resource Planning.

**MKT 404: Research Project (6 Units: LH 15; PH 235)**

 The project is undertaken during the second semester in the fourth year of study and is equivalent to one course unit. This is a systematic field research on a current finance topic approved by a project supervisor. A satisfactory report of reasonable and acceptable length and quality must be completed and marked by the supervisor(s) and the external examiner, and presented in a final oral examination. The project shall be graded independently out of a maximum of 100 marks distributed as follows: 70% for project report and 30% for oral presentation.

**MKT 405: Relationship Marketing (3 Units: LH 45)**

Customer Relationship Marketing (CRM) is a crucial subject to study. In an era of increasingly transient management themes, few board agenda items are attracting sustained attention like CRM. Research has shown that companies worldwide lose half their customers every five years. Nevertheless, most managers fail to address that fact head-on by striving to learn why those defectors left. This module will delve with issue related to CRM from theoretical as well as practical perspectives and provide the students with guidance on improving the overall understanding of marketing. This module is concerned with the understanding of marketing strategies aimed at delivering quality, securing repeat business and generating customer loyalty. All these elements form the foundations for successful customer relationship marketing.

Upon completion of the course, students will be able to:

Identify market forces and customer expectations

Understand the various models of buyer behaviour

Develop appropriate marketing strategies based on the marketing mix

Understand the importance of quality in exceeding customer expectations

Identifying customer expectations by using various customer research methods

Understand the various elements of successful customer services

Identify and implement control and monitoring exercises to ensure that quality is maintained and improved where possible

Appreciate the importance of Direct Marketing in CRM

**MKT 406: Internet Marketing (3 Units: LH 45)**

This course investigates how “brick-and-mortar” organizations can incorporate the entrepreneurial and management side of internet marketing to create an online presence and increase market share. In addition to textbook and selected course readings, students will be introduced to e-marketing in a computer lab where they will evaluate search engines, construct web sites, and learn about other viral, e-mail, social, and electronic-internet marketing the systematic design, collection, analysis, and reporting of data relevant to the marketing function within the organization. It specifically addresses the growing role that technology plays in predicting consumer behaviour, marketing trends, addressing marketing problems, and the development of new products and services. This is a required marketing course for marketing majors.

**MKT 407: Advertising and Promotional Strategy (3 Units: LH 45)**

Marketing communication has moved beyond advertising to include interactive marketing, sales promotions, direct marketing, public relations, the more. This course focuses on developing marketing communication strategy that integrates these tools for more efficient and effective communication, Topics include the establishment of objectives based on a situation analysis, developing subsequent messages, creative and media strategies, effectiveness testing and client/agency relationship.

**MKT 408: Marketing Management (3 Units: LH 45)**

Application of the fundamental principles of management to the Marketing Function. The Organisation, Planning, Control and Co-ordination of the Marketing Function. Organization of the Marketing Plan, Co-ordination and interaction of the whole marketing function (Product, Physical Distribution, Pricing and Promotion), Marketing and Social Responsibility, Consumer Behaviour, etc.

**MKT 409: Marketing Research (3 Units: LH 45)**

It is the application of analytical tools to marketing problems including markets, products, distribution channels, sales efforts and advertising emphasis on Planning, Investigation, Collection, Interpretation of data and presentation of results.

* + 1. Marketing Research and Decision Making: Research Design; Value and Cost of Information.
		2. Secondary Data: Survey Research, Panels and ex-post factor, Experimentation.
		3. Measurement and Research: Questionnaire Design; Attitudinal Scales, Observation, Depth Interviews and Projective Techniques.
		4. Sampling and Research;
		5. Analysis of Data: Data Reduction, Statistical Techniques. Problem Identification Research, Market Share Analysis. Sales Forecasting, Product and Pricing Research, Promotion and Distribution Research Control, Evaluation and reporting of Marketing Research; Ethical Issues in Marketing Research.

**MKT 410: International Marketing (Global Marketing) (3 Units: LH 45)**

This course is designed to facilitate an understanding of global marketing issues. Specific attention will be paid to cultural sensitivity in all facets of the marketing and promotional mixes, marketing research, and market development. This is a marketing elective.

**MKT 411: Integrated Marketing Communication (3 Units: LH 45)**

Designed to introduce the field of integrated marketing communications as part of an overall marketing strategy. The emphasis in this course will be on the role of integrated advertising and promotion in the marketing communications program of an organization. As with any specialized field of marketing, we will analyze how this area of advertising and promotion fits into the overall marketing process. Our major thrust will be to study how various factors (creative, media, etc.) should be applied in planning, developing, and implementing advertising and promotional campaigns and marketing programs.

**MKT 412: Analysis For Business Decisions (3 Units: LH 45)**

Elements of Decision Analysis, Types of Decision Situations, Decision Trees; Operational Research Approach to Decision Analysis, Systems and System Analysis; Modelling in OR, Simulation; Cases for OR Analysis, Mathematical Programming; Transportation Model, Assignment Model, Conflict Analysis and Game Theory, Project Management, other OR Models: Inventory, Replacement, Line Balancing, Routing and Sequencing, and Search.

**MKT 413: Marketing Ethics (2 Units: LH 30)**

Marketing ethics as an area of applied ethics which deals with the moral principles behind the operation and regulation of marketing is meant to assist the students to have proper understanding of ethical principles in marketing so as to apply them in their day to day marketing activities to achieve satisfactory level of performance. It enhances the students’ ability to take decisions within the confines of ethnical provisions.

MKT 414: Marketing Internship (2 Units: LH 30)

This course provides the student with on-the-job experience in any one of the many marketing fields. Students gain practical experience, while enhancing skills learned in the classroom, and acquire important contacts with marketing professionals. This course is graded satisfactory/unsatisfactory. This is a marketing elective.

**MKT 415: Branding (2 Units: LH 30)**

This is a course about the art and science of branding, and the strategies through which companies can create, capture, and sustain shareholder value through brands. Through a mixture of theory and real-world cases, the course examines brands from the perspectives of the cultures and consumers who help create them, and the companies who manage them over time. Basic branding disciplines including positioning and repositioning, brand equity measurement, brand leverage, integrated brand communications, brand stewardship, and brand architecture are considered, as are more contemporary topics such as parodies, brand community, and branded entertainment. Particular attention is paid to branding challenges associate with today’s interconnected, consumer-empowered, and transparent web-enabled world.

**ORIENTATION PROGRAMME**

The orientation Programme is the first exposure of fresh students to social and academic life both within and outside the University. It is a period within which students are introduced to the various activities that they will be exposed to in the course of their academic programme.

Orientation also affords students the opportunity to familiarize themselves with the rules, regulations and procedures of the University. The orientation activities offer the students a singular opportunity to avoid unnecessary embarrassments.

As part of the orientation week activities, freshers are able to meet the officers of the University and LODLC. They are introduced to various facilities in the University such as Health Center, Library, and sporting activities e.t.c.

**MATRICULATION AND MATRICULATION NUMBER**

Only candidates who have satisfied the minimum educational requirements of Ladoke Akintola University Technology are admitted as students. Such candidates are eventually matriculated as students of the University on the Matriculation day. Each fresh student must sign the Matriculation Oath for Admission to the University and affirms that he/she will observe the statutes and rules of the University.

 All matriculants are required to be formally dressed. Each matriculant is assigned a matriculation number upon registration. No official student paper or document may be regarded as complete or valid unless it carries the correct matriculation number of the student. As a result, students are strongly advised to know and be definite at all times with their matriculation numbers.

 Once a student has been given a matriculation number, he/she must retain it even if he/she changes his/her Programme of study. He/She must use his/her undergraduate matriculation number when registering for any postgraduate course in the University. Disciplinary procedures will be taken against any student who attempts to obtain a second matriculation number.

**IDENTITY CARD**

 Each registered student of the Centre, upon payment of a prescribed fee, is issued with an official student identity card valid for required numbers of session he is to spend in school. Students may be required, at anytime, to identify themselves upon request by authorized University officials acting in the performance of their duties.

 Some University facilities are open to only students who are able to show valid cards. Students are required, therefore, to take very good care of their identity cards, carry them always and be ready to produce them at any time on demand.

 Students must surrender their identity cards to the centre upon their graduation or withdrawal from the University. Failure to do so shall attract appropriate disciplinary action.

**Special information on the identity cards**

(a) No student will be allowed into examination hall without identity card.

(b) The identity card is a security document and students are advised to keep it securely against loss or theft.

(c) Students are advised to report loss or theft of their identity cards to the security unit or Student Affairs Unit without any delay.

**LEAVE Of ABSENCE**

Any student of the centre who, after one or two semesters or at any other point in time of his studies, is unable to continue with his/her studies on account of ill-health or financial difficulties, may apply through his/her centre to Senate for leave of absence for a semester, subject to a maximum period of two semesters.

**WITHDRAWAL FROM THE PROGRAMME**

Any student who is absent from the University for two consecutive semesters without official permission will be deemed to have withdrawn from the University. Also, a student whose CGPA falls below 1.00 at the end of a semester shall be on probation during the following semester. If he/she fails to achieve a CGPA of at least 1.00 at the end of that semester, he/she shall be required to withdraw from the University.

**REGISTRATION FOR COURSES**

**RULES GOVERNING COURSE REGISTRATION**

 (a) Any student who fails to register within the specified period will be deemed to have absented himself/herself from the course for the semester. Absence from the course without permission will lead to forfeiture of the semester by the student and disqualification from writing the University examination at the end of the semester.

(b) The Electronic registration for courses shall take place at a specified period (not more than two weeks) at the beginning of each semester.

(c) A student must register for the required number of courses/units (including compulsory and required courses) as prescribed by the Faculty/Department concerned at the beginning of each semester.

(d) Each student must register for the specified General Studies courses, which he/she must pass in order to qualify for the award of the University Degree.

**SUBMISSION OF REGISTRATION FORMS**

**- First Semester**

The submission of Registration Forms for the First Semester shall end before matriculation in the cases of freshers and two weeks after the University official date of resumption in the case of returning undergraduates.

**- Second Semester**

 Students are expected to complete their registration for the semester two weeks after the University official date of resumption.

**Documents to be attached to Student Course Registration Forms**

Students must attach the following documents to their Course Registration Forms.

(i) **Fresh Students**

 (a) E-payment Fees Receipt

 (b) Medical Clearance

 (c) Academic Clearance

 (d) General Clearance

 (e) Student Data Forms

 (f) One Recent Passport Photograph

 (g) All relevant credentials such as: Birth certificate, WASSCE certificate etc.

(ii) **Stale Students**

1. E-payment fees receipt

**PENALTIES FOR LATE REGISTRATION**

1. Students who submit their Registration Forms within one week after the stipulated two weeks free registration period shall pay a fine as may be determined by the University.
2. Any student who fails to register for courses within the two weeks period of registration in any semester shall forfeit his/her studentship for that semester.
3. Any student who does not register for a course in any semester would not be allowed to sit for examination in that course. No Registration! No Examination! No Result!

**EXAMINATION REGULATIONS**

(1) Most of the examination shall be computer based. Students must attend punctually at the times assigned to their papers and must be ready to be admitted into the examination hall thirty (30) minutes before the time the examination is due to start. Students shall not, in any circumstance, enter the examination hall later than thirty minutes after the time appointed for the commencement of the examination. Students arriving later than thirty minutes after the examination has started shall be admitted only at the discretion of the Chief invigilator.

(2) Students are expected to complete examination attendance register in case of paper and pencil examinations.

(3) Students should not leave the examination hall during the first hour of the examination; outside the period, candidates, with the permission of the invigilator, may leave the room temporarily only if accompanied by an attendant.

(4) Students must display their University identity and Examination Cards on the desk during each examination.

(5) The invigilator may search students before they are allowed into the Examination Hall.

(6) Students must bring their own writing materials (in case of paper and pencil examination) including Calculator (not handset) to the examination hall but they are not allowed to bring any other book or paper. Students are warned in their own interest to ensure that anything that can implicate them such as lecture note, text books, bags, handset and electronic gadgets are not brought into the examination hall.

(7) Student should endeavor to read the instructions on their question paper and adhere strictly to it.

(8) While the examination is in progress communication between candidates is strictly forbidden.

(9) Silence must be observed in the examination hall. The only permissible way of attracting the attention of the invigilator is by the candidate raising up the hand.

(10) All rough work must be done on the answer scripts and crossed neatly thereafter (in case of paper and pencil examination).

(11) Students are advised in their own interest, to write legibly and to avoid using faint ink. The answer to each question must be on a fresh page of the answer script.

(12) Students are to write their matriculation numbers only on the answer scripts and not to write names.

(13) Students are to submit their answer scripts to the invigilator before leaving the examination hall. They are not allowed to remove or mutilate any paper or materials supplied by the University.

(14) Any student found to be involved in any examination malpractice will be invited to appear before the Examination Malpractices Panel and may subsequently be expelled from the University, depending on the gravity of the offence.

**EXAMINATION MALPRACTICE**

As part of the on-going campaign to rid LAUTECH of the menace of examination malpractice and to maintain credibility and integrity of the conduct of examinations in the University generally, Senate of the University has considered all forms of Examination Malpractices and prescribed appropriate sanctions.

 Any student caught to have cheated or aided and abetted cheating in any examination or possessed incriminating materials at the examination or involved in any other examination misconduct before, during or after an examination including impersonation, will be made to appear before the Examination Malpractices Panel.

**PROCEDURE FOR INVESTIGATING ALLEGED EXAMINATION MISCONDUCT**

1. Whenever a student is caught for any examination offence, the case shall be reported to the Invigilator/Supervisor in the Hall immediately.

2. The invigilator shall fill the necessary forms reporting the case of examination misconduct and the student should be made to write a statement on his/her involvement. Thereafter, the student shall be allowed to continue with the examination.

3. The Invigilator/Supervisor shall then report formally to Programme cordinator.

4. The student will then be invited to appear before the Examination Malpractices Panel to defend himself/herself verbally.

5. The Examination Malpractices Panel shall read the offence(s) alleged to have been committed by the student and allow him/her to defend himself/herself in the light of his/her statement, which he/she had earlier on submitted.

6. The report and recommendation of Examination Malpractices Panel shall be forwarded to the Senate for consideration and approval.

7. Student may appeal against the decision of the Senate within 14 days of communication of the decision to him/her through the Programme cordinator through the Director to the Senate.

**EXAMINATION OFFENCES AND SANCTIONS**

**The offences and sanctions to be imposed are as follows:**

|  |  |  |
| --- | --- | --- |
| ***S/NO*** | ***Offence*** | ***Sanction*** |
| 1 | Examination Leakage | Student - ExpulsionStaff - Dismissal |
| 2 | Illegal possessions of answer script by student  | Expulsion |
| 3 | Examination scripts with more than one handwriting | Expulsion |
| 4 | Staff-complicity in multiple handwriting  | Dismissal |
| 5 | Possession of illegal materials relating to Examination inside the examination venue | Suspension for four semesters |
| 6 | Involvement of mercenary in writing examination | Expulsion of all parties concerned |
| 7 | Impersonation | Expulsion of all parties concerned  |
| 8 | Student’s assault on invigilator | Expulsion |
| 9 | Harassment of co-students for not cooperating in malpractice | Suspension for one academic session |
| 10 | Falsification of identity i.e. Names and matriculation Number, e.t.c. by culprit. | Expulsion |
| 11 | Giraffing | Suspension for two semesters |
| 12 | Exchange of scripts | Expulsion of all parties |
| 13 | Refusal to submit examination answer script | Suspension for one academic session |
| 14 | Falsification of official document such as E-payment School Receipt, Identity card and Course Registration form e.t.c.  | Expulsion |

**THE COURSE UNIT SYSTEM AND REGULATIONS GOVERNING THE AWARD OF A DEGREE**

**Description of the course system**

 The Course Unit System is an operation system in which the entire Programme of courses required by a student for a particular degree is packaged into a number of modules. Each consisting of a prescribed number of units, usually, one module is to be offered in one semester.

**GRADING OF EXAMINATION UNDER THE COURSE UNIT SYSTEM**

It is important to note the following:

(i) **Pattern of Examination:** Each course shall be examined at the end of the semester (or session as the case may be) in which it is offered. This shall mostly be computer based test, theory paper of two or three hours, in addition to which there may be a practical paper and/or an oral examination;

(ii) **Qualification for Examination:** To be qualified to sit for an Examination, the student must be dully registered, pay his/her school fee fully and obtain examination card for the examination.

(iii) **Measurement of Performance:** A student’s performance in a course shall be measured in terms of:

1. The scores in the Continuous Assessment usually 40%
2. The results of the prescribed theory and/or practical examination in the course which is usually 60%.

(iv) **Levels of Performance:** The grades awarded for a course are as follows:

|  |  |  |
| --- | --- | --- |
| Mark Range (%) | Letter Grade | Interpretation |
| 70-100 | A | Excellent  |
| 60-69 | B | Very Good |
| 50-59 | C | Good |
| 45-49 | D | Satisfactory |
| 40-44 | E | Weak Pass |
| 0-39 | F | Failure |

(v) **Semester Performance:** A student’s performance in a semester is calculated as Grade Point Aggregate (GPA). This involves the awarding of credit points in respect of each course taken during the semester. To this end, numerical values are attached to the letter grades earlier mentioned as follows:

 A - 5 Credit points per unit of course

 B - 4 Credit points per unit of course

 C - 3 Credit points per unit of course

 D - 2 Credit points per unit of course

 E - 1 Credit point per unit of course

 F - 0 Credit point per unit of course

The semester GPA is then obtained as the ratio of total number of credit points (TCP) to the total number of units (TNU) of courses offered during the semester. Thus, GPA=TCP/TNU.

(vi) **Cumulative Performance:** While the GPA specified above is used to measure the performance of a student in a given semester, the Cumulative Grade Point Average (CGPA) is the one that really determines the student’s overall academic standing and, therefore, his continued stay or otherwise in the University after the semester examination. It is also CGPA that is used to classify the degrees awarded to students.

 The CGPA is obtained as the ratio of all the credit points accumulated since entering the University to the total number of units registered for since coming into the University.

In other words, the CGPA is equal to the cumulative credit points (CCP), divided by the cumulative load units, (CLU), thus CCP/CLU=CGPA.

All CGPA calculations are to decimal places. Sample computation of GPA and CGPA is presented later in this booklet.

(vii) **Incomplete Grade:** When a student is unable to complete all the prescribed requirements for a course in which he/she is formally registered, his/her result may be deemed to be incomplete by the offering department until the department certifies that all prescribed requirements have been met but, in all cases not later than one semester after the course had been offered.

(viii) **Academic Probation:** A student whose CGPA at the end of a Semester is less than 1.00 shall be placed on academic probation during the subsequent semester.

 (ix) **Release of Examination Result**

At the end of each semester the final results of the semester examination shall be published by the centre after Senate approval and pasted on the University website.

**REPETITION OF COURSE**

 Any course failed by a student must be repeated until it is passed. A student shall repeat only those courses in which he/she has obtained a grade of F. The grade earned for a repeat course shall be recorded and used in the computation of GPA and CGPA in usual way.

**REQUIREMENTS FOR THE AWARD OF A DEGREE**

To be eligible for the award of a degree, a student must satisfactorily complete the minimum number of units prescribed for the degree. He/she must, in addition, complete successfully, all compulsory courses as well as required and electives for the degree as prescribed.

**RESIDENCY REQUIREMENT**

To qualify for a degree in the LODLC of the University, each student shall normally be required to spend a minimum period of three to four academic years depending on the mode of admission and course of study.

**CLASSIFICATION OF DEGREE**

The degrees awarded by University are Honours degree and are classified according to CGPA as follows:

|  |  |
| --- | --- |
|  ***Class of Degree*** | ***CGPA Range*** |
| First Class | 4.50-5.00 |
| Second Class Upper | 3.50-4.49 |
| Second Class Lower | 2.40-3.49 |
| Third Class | 1.50-2.39 |

**SAMPLE COMPUTATION OF GPA AND CGPA**

The following assumed results obtained by a student in his/her first year in the University are used to illustrate the computation of GPA and CGPA.

**For 1st Semester**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Course Code*** | ***Unit*** | ***Grade*** | **Credit Point** | ***Point= Unit x Credit Point.*** |
| MTH101 | 5 | F | 0 | 5 x 0 =0 |
| PHY 101 | 4 | E | 1 | 4 x 1 =4 |
| PHY 103 | 1 | C | 3 | 1 x 3 =3 |
| CHM 101 | 4 | E | 1 | 4 x 1 =4 |
| CHM 103 | 1 | C | 3 | 1 x 3 =3 |
| BIO 101 | 3 | F | 0 | 3 x 0 =0 |
| BIO 103 | 1 | D | 2 | 1 x 2 =2 |
| GNS 101 | 2 | C | 3 | 2 x 3 =6 |
| GNS 103 | 2 | D | 2 | 2 x 2 =4 |
| TOTAL | 23 | - |  | 26 |

**TCP = 26**

**TNU = 23**

**GPA = TCP/TNU = 26/23 =1.13**

**For 2nd Semester**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Course Code*** | ***Unit*** | ***Grade*** | ***Credit Point*** | ***Point = Unit x Credit Point.*** |
| MTH 102 | 5 | F | 0 | 5 x 0 =0 |
| PHY 102 | 4 | F | 0 | 4 x 0 =0 |
| PHY 104 | 1 | C | 3 | 1 x 3 =3 |
| CHM 102 | 4 | E | 1 | 4 x 1 =4 |
| CHM 104 | 1 | C | 3 | 1 x 3 =3 |
| BIO 102 | 3 | E | 1 | 3 x 1 =3 |
| BIO 104 | 3 | E | 1 | 3 x 1 =3 |
| GNS 102 | 2 | F | 0 | 2 x 0 =0 |
| GNS 104 | 2 | E | 1 | 2 x 1 =2 |
| TOTAL | 25 | - |  | 18 |

For 2nd Semester

**TCP = 18, TNU = 25**

**GPA = TCP/TNU = 18/25 = 0.72**

**CCP = TCP 1st Semester + TCP 2nd Semester**

**= 26 + 18**

 **= 44**

**CLU = TNU 1st Semester + TNU 2nd Semester**

 **= 23 + 25**

 **= 48**

**CGPA = CCP/CLU = 44/48**

 **= 0.9**

Repeat: MTH 101, BIO 101, MTH102, PHY102, GNS 102.

Remark: PROBATION.

**COMMENT**

Note that the candidate will be on PROBATION during the third semester since his CGPA has fallen below 1.00 at the end of the second semester. Furthermore, if the CGPA still falls below 1.00 at the end of the semester that followed, he/she will be advised to WITHDRAW from the University.

**CHANGE OF NAMES BY STUDENTS**

The following guidelines are adopted in respect of the procedure for change of names by students in the University.

(a) That all students should graduate with the names by which they were admitted to the University.

(b) That only female students may be allowed to change their names, as a result of change in marital status and with acceptable documentary proof.

(c) That for the avoidance of doubt, no change of name by any male student is allowed by the university. Male students are advised to take special note of this. All enquiries on the procedures for change of name can be obtained from the Student Affairs Unit.

**GUIDELINES ON CHANGE OF PROGRAMME/CHANGE OF UNIVERSITY**

Request for transfer should be made only at the completion of 100 level and it is based on fulfillment of requirements of the department where the student wish to transfer to.

**TRANSCRIPT**

The LODLC keeps official record of students’ grades and transcripts. Students and parents may obtain official transcripts or records directly related to them upon request as provided for and approved by Senate, from time to time. In all cases, obligation to LAUTECH, Ogbomoso must be fulfilled before any transcript could be issued.

**REGULATIONS ON STUDENTS CONDUCT AND DISCIPLINE**

The University is established primarily to educate the student and to inculcate the cultural value and good character.

 An acceptance of offer of admission by a student to the University automatically implies that he/she has accepted to abide by the rules and regulation that may from time to time be made for governance of the University. Such acceptance also carries with it an obligation that the student shall conduct himself/herself as a law abiding and responsible member of the academic community, in accordance with University’s standards, rules and other conditions established by legally constituted Authority of the University.

 Every student of the University is required to maintain a high standard of personal integrity. Each student shall conduct himself/herself peacefully in expressing his/her view on any changes, which he/she may consider necessary. The University regards as serious offences any act of unethical, immoral, dishonest, disloyal, dehumanize or destructive behaviour as well as violation of University regulations. It is, therefore ,the responsibility of each student not only to acquaint himself/herself with these regulations but also to assist in upholding them at all times.

 The University is committed to the full support of the legitimate right of its members. The University has an equal obligation to protect its educational purpose and interest of its entire community. For this reason, the University is naturally concerned about the action of some individuals which may be in conflict with the welfare and integrity of the University or in disregard of the right of other members of this community.

The legitimate expression of differing opinion and concerns is an essential part of the academic community. But the imposition of opinion and concern upon those who, in turn, dissent from them shall not be tolerated. It is emphasized that all members of the University community, including students, are subject to the laws of the nation whether within or outside University campus, like all other citizens. They are expected to learn to cope with problems intelligently, reasonably and with understanding and consideration for the right of others. Each member shall recognized that as he/she values his/her right and freedom so is he/she expected to respect the right and freedom of others.

 The University reserves the right to discipline a student or to require, through the established disciplinary process, his/her withdrawal from the University based on evidence of a student’s failure to abide by its rules. Upon matriculation, every student must obtain and complete bio-data and Denounciation/Renounciation of membership of cult group form at the office of Dean of Student Affairs.

**THE DISCIPLINARY SYSTEM**

The law governing the University vests the Vice-Chancellor with the power to discipline students. In practice, there is a statutory Students Disciplinary Committee with the general function of dealing with individual cases of indiscipline. The Vice-Chancellor has delegated power to the Dean of Student Affairs, Deans of Faculties, Heads of Departments and some officers of the University to impose disciplinary measures on students for certain defined offences.

**SANCTIONS FOR VIOLATION OF UNIVERSITY REGULATIONS**

The following are some of the disciplinary sanctions, which may be imposed for violation of University regulations:

**(a)** **Disciplinary Probation:**

Disciplinary probation is a trial for a specific period of time during which a student must behave in a manner acceptable to the University. The Disciplinary Committee may impose terms, which will restrict the student’s participation in extra-curricular and/or other activities.

**(b) Suspension:**

Suspension is an action which excludes the student from registration, attendance of lectures, practical classes, examinations and the use of University facilities for a specified period of time. This action means that the student must immediately leave the Campus and shall not return to the University until the suspension period is over.

**(c) Expulsion:**

Expulsion is the permanent withdrawal of student from the university. The privileges of registration, attendance of lectures, practical, examinations as the use of University facilities are withdrawn from the student. This action means that the student must leave the Campus immediately and cease to be a student of the University.

**(d) Appeal:**

In disciplinary cases, students concerned have a right of appeal to the Vice-Chancellor, Senate and ultimately to the Council against the decision of the University Senate.

**CODE OF CONDUCT FOR STUDENTS**

**(i) University Property Disciplinary Measure:**

1. A student shall not convert University property to personal use illegally.
2. Students demonstration resulting in the seizure and/or vandalisation of the University Property and those of staff will attract appropriate sanctions.

**(ii) Interpersonal Relationship:**

1. A student shall not engage in any act that can constitute an offence under the law of the country.
2. A student shall not constitute a threat to the life of other students. Physical combat will attract expulsion.
3. A student shall not be rude to the University Principal Officers and other authorized officials.
4. A student shall not be a member of any proscribed organization.
5. A student shall not hold any illegal or secret meeting organized by secret societies/fraternities. Membership of Cult or Secret Society will attract expulsion from the University.
6. A student shall not engage in sexual harassment.
7. A student shall not molest, intimidate or harass any University staff.
8. Immodest dressing by any student will attract disciplinary sanctions and such student (male or female) could be asked to leave the lecture room or University function.
9. Offenders shall face the Students Disciplinary Committee, depending on the seriousness of the misconduct.

**(iii) Discipline of Students**

 Subject to the provision of this section, where it appears to the Vice-Chancellor after due investigation, that any student of the University has been found guilty of misconduct, the Vice-Chancellor may, without prejudice to any other disciplinary powers conferred on him by statute or regulation, direct:

1. That the student shall not, during such period as may be specified in the directive, participate in such activities of the University or make use of such facilities of the University, as may be so specified; or
2. That the student be suspended for such period as may be specified in the directive
3. That the student be expelled from the University.

Whatever the directive given under paragraph (b) or (c) of the above in respect of any student, the student may in the prescribed manner, appeal against the directive through the Registrar to Senate or Council and where such an appeal is brought, the Senate or Council shall, after due consideration, either confirm or set aside the directive or modify it in such a manner as the Senate or Council deems fit. The fact that an appeal against a directive of the Vice-Chancellor is brought in pursuance of the preceding sub-section, operation of the directive shall not be affected while the appeal is pending.

The vice-Chancellor may exercise his power under the Section through a Disciplinary Board or Committee consisting of such members of the University as he may nominate. Nothing in this Section shall be construed as preventing the restriction or termination of a student’s activities at the University other than on the ground of misconduct. Any student who had been advised to withdraw from the University for any reason shall neither attend lectures nor participate in other student’s activities.

**(iv) Attendance at any official University Engagement:**

1. A prompt attendance is required.
2. Students should be neat and well dressed.
3. Students should conduct themselves in orderly manner and follow the instruction of the management closely. Any student misconduct that could disrupt official University engagement shall attract appropriate disciplinary sanction.
4. Students are encouraged to express their mind freely on any issue but they should do nothing to embarrass the authority of the University publicly.

**(v) Movement around the University**

1. The Lawns should be respected. There should be no movement across the lawns.
2. All litter must be dropped at appropriate waste dumps
3. Students should ease themselves at places designated for the purpose.
4. Students who posses any form of vehicular transport shall obey all existing traffic rules and regulations of the nation, respect the right of the pedestrians and conduct themselves in orderly manner and without undue noise making. In addition such vehicle should be registered with the University security Unit.
5. Eating and drinking must be done at appropriate designated places.
6. Loitering in and around the university premises after 12 midnight and before 6:00am shall not be tolerated student are, however, encouraged to make use of the library facilities and lecture theaters/halls in preparation for examination).
7. There shall be no religious gathering, poster or any other religiously motivated action in or around the lecture halls, offices and laboratories except in places officially designated for religious activities and with an official approval of the school Authority.
8. There shall be no soliciting for alms within the vicinities of academic activities,

**(vi) Relationship with staff**

1. Students should not act in a manner that compromises their self integrity and Honour.
2. Students shall obey the academic instruction of the staff in a polite and respectful manner.
3. Students should be neat and well dressed when meeting with the Heads of Departments, Deans/Provost of the Faculties/College, Vice-Chancellor or any other University Official.
4. There should be no noise making around the offices, lecture halls and rooms, Health Center and Library.
5. When students object to or complain about any staff/departmental action, such objection/complaint should be brought to the notice of the Head of Department who if unable to resolve the crisis/issue shall refer the matter to the Dean of Student Affairs 24 hours after the complaint/objection was raised for appropriate solution.

**(viii) Dress Code for Students**

***Preamble***

The Ladoke Akintola University of Technology, Ogbomoso, continues to be determined to provide an all-round academic, intellectual and character moulding environment for its students in order to produce graduates that have been proved indeed both in character and academic excellence.

 The University is therefore concerned with the quality of social and cultural image portrayed both inside and outside the campus.

 Cleanliness, neatness, modesty, decency and appropriateness in dressing are important values which reflect individual dignity and sobriety through which students, as well as staff and Faculty represent the professional status of their respective disciplines.

 The saying that “the apparel oft proclaims the man” is a truism for everybody – men and women, boys and girls, old and young. Though the University is interested in its students being very fashionable in dressing and good in physical appearance, their dressing must, however, be in conformity to what is considered decent and appropriate for every occasion.

***Principles of Dress Code***

Current trends in Students’ style of dressing on University campuses (LAUTECH inclusive) tend to portray some form of deviance/aberrant norms of social/cultural behaviour. Indeed, most of these trends are either a passing fad, negative cultural trait or fanaticism, which actually should not be allowed in an academic environment such as ours.

***Dress Code***

Students should maintain cleanliness on campus and wearing of inappropriate outfits of any sort are to be discouraged and avoided.

For the avoidance of doubt, male and female students are not allowed to wear the following.

* + All tight-fitting clothes including skirts, trousers and blouses.
	+ All clothes which reveal sensitive parts of the body such as the bust, chest, belly upper arms and the buttocks. Example of such dresses are transparent clothing, “Spaghetti tops”, “Wicked Straps”, “Mono straps”, “Tubes”, and “Show me your belly”. Skirts and dresses with slits above the knees fall into this category.
	+ Outfits, such as, knickers and mini-skirts and dresses which are not, at least, knee-length.
	+ Outfits, such as, T-shirts, and jeans, black T-shirt, special arm-bands, special caps by males, special scarf and tattooed jeans by females which carry obscene and subliminal messages.
	+ Trousers, such as, hip-riders and low waist-jeans.
	+ Inappropriate outfits, such as, party-wear, beach-wear and bathroom slippers should not be worn to lectures.
	+ Traditional dresses that contravene the general dress code.
	+ In addition to the above:
1. Students should dress in a way that will not hide their identity. However, students who dress according to their religious dictates should be allowed for their fundamental Human rights. Such students should subject themselves for identification in examination halls, laboratories and libraries when the need arises.
2. Students may be allowed to put on religious/denominational dress, but it should conform to the acceptable principles of dress code already discussed.
3. Faculties and Departments which require special safety of protective dress modes, such as, apron, overalls, gloves, nose and head-covers should have them officially prescribed for their students.
4. Sports and Games wears for athletes, sportsmen and sportswomen should be officially prescribed for this category of students to be worn in sports and games areas.
5. The wearing of earrings and plaiting of hair by male students is banned.

***Matriculation and Graduation Ceremonies***

During matriculation and graduation ceremonies, students are expected to dress formally and wear academic gowns.

***Implementation***

1. Lecturers and Administrative staff are empowered to correct/exclude students from the lectures, library, examination halls, etc. and official business when they are not properly dressed.
2. Violators, depending on the specific circumstances, would be counseled and if necessary will face the Students’ Disciplinary Committee and have their records endorsed accordingly.

***Caution***

Any student who is found to contravene any of these dress code prescriptions will face immediate disciplinary action.

**SANCTIONS FOR VIOLATORS**

***1st Offender -*** Verbal warning and Counseling which would be recorded in any

appropriate medium.

**2nd Offender -** Warning letters issued to the student and copies of the letter to be

sent to the student’s parents, faculty and department of student.

**3rd Offender -** The violator be sent to the Students Disciplinary Committee for further

investigation and action. If such a violator is found guilty a suspension of one (1) semester be awarded.

**Rules Governing the Payment of Fees**

Students are expected to pay their stipulated tuition fees online at the LAUTECH Website using the interswitch enabled debit card at the beginning of each academic session.

 **Note further that:**

(a) Except where special permission has been granted in writing, no student whose fees for the session have not been paid will be admitted into the University. Students who claim to be on Scholarship or other awards will be expected to pay their fees in full at the time of registration. Such students should therefore endeavour to obtain from their sponsor(s) their full fees (in the form of certified Cheques payable to the Bursary Department, Ladoke Akintola University of Technology, Ogbomoso) before reporting at the University for registration.

(b) Students who are compelled to be absent from the University because they are unable to pay their stipulated fees stated above at the specified time will not be absolved from paying their fees for the period of such absence.

**STUDENT INFORMATION AND GUIDANCE SERVICES**

The Philosophy which guide the careers’ placement, Guidance and Counseling Unit in discharging it’s primary functions is to view the undergraduate years as one of the most crucial development periods in the lives of our students.

 During the first few years, the average student faces the task of taking some major steps towards maturity and adulthood. Generally, this involves establishing a clearer identity of himself/himself and his/her relationship to the world around him/her.

 The objectives of the information and guidance services are to facilities the development of students and to help them make the most of their University experience. Specifically, these may include counseling towards enhancing self-understanding, selecting appropriate educational and vocational goals, improving effectiveness in working towards these goals, increasing social competence and resolving personal difficulties which interfere with general functioning and development.

 The counseling process includes individual interviews with professionally trained counseling psychologists. The service is free and is available to all students. Appointments are arranged on an individual or group basis to suit students’ convenience. All information are strictly confidential. A service is supported by other resource personnel.

 The counseling staffs are there physically and online to assist students to make intelligent decisions regarding their time, money, skill, sex, vocation, education and social plans.

 The centre has made arrangements to assign each student to a counselor for consultation. Students needing academic assistance are encouraged to seek help before their problems become critical or chronic.

**HOSTEL ACCOMODATION**

Ladoke Akintola University of Technology is primarily non-residential for students and staff. To this end, each student is expected to arrange for his/her own accommodation. Assistance in locating housing is available in the student’s union offices. Financial arrangement for rooms and apartments are made on an individual basis between the student and the landlord/agent. Students are constantly reminded not to keep money in their rented quarters. They are also reminded to take home their costly luggages during vacations, semester breaks or any public holiday.

**CAMPUS SECURITY**

With increasing crime waves all over the country, even at the best of times, it has not been possible for the Nigerian police, with its limited manpower resources to provide all the security for life and property required by corporate communities like Ladoke Akintola University of Technology, Ogbomoso.

 To supplement the effort of the police, a University Units was created as far back as the inception of the University. The Security Unit is charged with the responsibility of the enforcement of all University bye laws and regulations in addition to protection of lives and properties on the campus.

 As a routine, all incidents such as crimes, disturbances, accidents fire outbreak e.t.c are first reported to the security unit, which deals with such report or direct appropriate cases to the police for investigation. The security unit is headed by an Assistant Chief Security Officer. A security man could be identified with a prescribed uniform.