

<b>Module Code:</b>	BUS350
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<b>Module Title:</b>	Fundamentals of Business
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<b>Level:</b>	3	<b>Credit Value:</b>	20
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<b>Cost Centre(s):</b>	GAMG	<b>JACS3 code:</b>	N211
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<b>Faculty:</b>	Faculty of Social and Life Sciences	<b>Module Leader:</b>	Neil Pritchard
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Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	200 hrs

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
BA (Hons) Business (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Accounting and Finance (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Hospitality, Tourism and Event Management (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Human Resource Management (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Marketing (with Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Financial Technology Management (with Foundation Year)	✓	<input type="checkbox"/>

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 12/12/2018  
 With effect from: 01/09/2019  
 Date and details of revision:

Version no:1

Version no:

### Module Aims

The module explores the question 'What is a business?' through exploration of the internal and external departments, markets and stakeholders. In so doing, the module aims to provide opportunities for the student to acquire a basic but broad understanding of the nature of the modern business environment.

Students will be expected to demonstrate a practical knowledge of how business ideas and concepts translate into real business decisions and will develop learning on some of the key organisations that are currently in operation.

### Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Describe the structure and classification of business	KS1	KS6
		KS2	
2	Describe the context in which a business operates	KS1	KS7
		KS5	KS10
3	Describe common aims and characteristics of different business types and what makes them different	KS1	KS5
		KS3	KS6
4	Outline the key business structures, cultures and functions	KS3	KS8
		KS5	KS10
5	Demonstrate awareness of the political, social, economic, technological and ethical considerations affecting business.	KS1	
		KS9	

### Transferable skills and other attributes

- ability to collaborate and plan
- contribute proactively
- display data effectively using a variety of methods
- study, writing, IT skills
- communication skills
- meet objectives

**Derogations**

None

**Assessment:**

**Indicative Assessment Tasks:**

Students will be expected to demonstrate practical understanding of business concepts by conducting research and investigation on a real company of their choosing. The module leader will help guide students find an appropriate business to research and on which to base their investigation.

Students will work in a group and produce a piece of work based on the investigation carried out, and framed by a task that is designed to encourage the higher order skills of analysis and evaluation.

**Assignment 1** Deliver a 15-minute group-presentation of their investigation to the class supported by a PowerPoint – overall assessment equivalent to 1,000 words. Marks will be allocated equally to all members of the group.

**Assignment 2** Individually write a report on one of the following tasks:

- What is the most important way in which the business you have selected competes with its rivals?
- Which industry does the business you have selected operate within and what do you envisage being its biggest challenges?
- What are the key risks and ethical considerations that the business you have selected need to be aware of?
- To what extent have recent political or economy changes affected the business you have selected?

All tasks will focus on the following key areas:

- Research information/data
- Present researched information/data
- Analyse presented information/data
- Evaluate the task using the analysis of the presented information/data.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2, 3, 4	Presentation	50%	15 min	1,000
2	5	Coursework	50%	n/a	1,500

**Learning and Teaching Strategies:**

The module will normally be delivered through lectures, workshop based teaching and learning.

Students receive a broad introduction to the principles and practice of business through choices of practical theme based exercises. Problem solving workshops are provided which introduce students to a range of business skills and processes and business software. This is supported through case-study based learning.

**Syllabus outline:**

What are the basic objectives of a business?  
 The different formation options for a business  
 The functions within a business  
 Business industries and their key challenges and opportunities  
 Business risk and ethical considerations  
 How politics and changes to the economy can affect businesses

**Indicative Bibliography:**

**Essential reading**

Mullins, L.J. (2016), *Management and Organisational Behaviour* (11th Edition). Essex, UK: Pearson Education

**Other indicative reading**

**Textbooks**

Brassington, F , Pettitt, S. (2012) *Essentials of Marketing*, 3<sup>rd</sup> Edition. Financial Times Prentice Hall.

Hamilton, L. & Webster, P. (2015). *The International Business Environment*. 3<sup>rd</sup> Edition Oxford

Chopra, S. , Meindle, P. (2016) *Supply Chain Management*, 5th edition. Financial Times Prentice Hall

Worthington, I & Britton C. (2014) *The Business Environment*, 7<sup>th</sup> Edition, Pearson

Erbert,J., Griffin, R.W. (2014) *Business Essentials, Global Edition*. 10th edition. Financial Times Prentice Hall.

**Journals**

Economist

Business Week

Financial Times

**Websites**

[www.news.bbc.co.uk](http://www.news.bbc.co.uk) - BBC News

[www.tutor2u.net](http://www.tutor2u.net) - Free online resources for studying business, marketing & economics

[www.managers.org.uk](http://www.managers.org.uk) – Chartered Management Institution