Module specification

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Module code	BUS395
Module title	Introduction to Business Management
Level	3
Credit value	30
Faculty	Bloomsbury Institute: School of Business and Accounting
Module Leader	John Adjei
HECoS Code	100078
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Introduction to Business and Management with Foundation Year	Core
BA (Hons) Business Management (Marketing) with Foundation Year	Core
BA (Hons) Business Management (Entrepreneurship) with Foundation Year	Core
BA (Hons) Business Management (Human Resource Management) with Foundation Year	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	66 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	**66 hrs**
Placement / work based learning	0 hrs
Guided independent study	234 hrs

Learning and teaching hours	66 hrs
Module duration (total hours)	**300 hrs**

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Initial approval date	8 April 2022
With effect from date	June 2022
Date and details of revision	12 January 2023, administrative error to correct assessment weightings to align with the correct assessment weightings published within the approved programme specification
Version number	2

Module aims

The module aims to introduce students to the key concepts, underlying theory and practice of business and management in a globalised world. Students will consider the purpose of business and its role in society, will learn about the primary functions within a business and its external environment. The module will also focus on the essential management and leadership skills.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Discuss the purpose of business and its role in society.
2	Describe the primary functions within a business, and external and internal forces that affect business activities.
3	Outline the principles of successfully managing and leading individuals and teams.

Assessment

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Indicative Assessment 1: will take a form of an online MCQ quiz.

Indicative Assessment 2: will take a form of a portfolio (equivalent to 2,250-words), divided into several tasks that could take one or more of the following formats: reflective summaries, written responses to tasks, short case studies, presentation, online quiz, simulation.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1	In-class test	40
2	2, 3	Portfolio	60

Derogations

None.

Learning and Teaching Strategies

The module will be completed over one term.

Students will undertake 2-weeks of pre-reading and online activities.

The module is taught through weekly 2-hour lectures, 2-hour seminars and 2-hour workshops.

Lectures provide a broad outline structure for each topic to be covered. Lectures offer a good way of covering a lot of information and, more importantly, of conveying ideas to many people at once.

Seminars enable students to undertake directed self-study and to answer questions and solve problems which are set by the lecturer. Students will present their answers and solutions within the seminar group. Seminars enable students to explore further the topics introduced in the lectures.

Workshops follow on from lectures and seminars. They are designed to enable students to work within a small group to perform set tasks (e.g. working on an exercise or case study). They reinforce proactive learning by providing opportunities for discussion and interaction.

The seminar/workshop groups are small, thereby enabling students to develop a deep understanding.

Student digital literacies are developed on this module through the use of:

- Online libraries and databases for gaining access to full-text journal articles and eBooks.
- Communication means provided through the VLE and learning technology applications.
- Online group-work, for planning, developing, improving, submitting and reflecting on collaborative work completed as part of the module.
- Assessment and feedback tools such as Multiple Choice Tests/Quizzes, Turnitin and the VLE's Gradebook – enabling timely and detailed feedback on student work.
- Web-based Office 365.

Indicative Syllabus Outline

- Developing a business mindset
- Purpose of business and its role in society
- Functions within a business
- Essentials of organisational structure and culture
- Strategy and the external environment
- People in organisation
- Stakeholders, corporate social responsibility and ethics
- The global marketplace
- Approached to developing, managing and leading teams (theoretical models, practical approaches, strategies for managing teams, challenges of managing and leading teams).
- Approaches to achieving a balance of skills and experience in teams (techniques for assessing current and future team capabilities and requirements, process for recruiting

team members, factors which impact on the selection of learning and development activities for individuals and teams, use of coaching and mentoring models to support team development).
- Techniques for leading individuals and teams to achieve success (methods used to monitor and manage individual and team performance, good practice for enabling and supporting high performing teams, motivational techniques used to create high performing teams).

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential reading

- Bovee, C. and Thill, J. (2019) Business in Action: 9th Edition. Pearson, Harlow.

Additional texts

- Boddy, D. (2016) Management: An Introduction, 7th Edition, Pearson Education, Harlow.
- Resources available from CMI Management Direct

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Enterprising
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication