

<b>Module Code:</b>	BUS594
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<b>Module Title:</b>	Contemporary Principles of Business
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<b>Level:</b>	5	<b>Credit Value:</b>	40
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<b>Cost Centre(s):</b>	GAMG	<u>JACS3</u> code:	N211
		<u>HECoS</u> code:	100089

<b>Faculty</b>	Social and Life Sciences	<b>Module Leader:</b>	Neil Pritchard
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Scheduled learning and teaching hours	44 hrs
Guided independent study	356 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>400 hrs</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
FdA Applied Business Management	✓	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 19/06/2019

Version no:1

With effect from: 23/09/2019

Date and details of revision:

Version no:

## Module Aims

This module aims to develop a critical understanding of key concepts within business: the principles of stakeholder communication and relationship management: and the practical implications of business law. This teaching block will be studied through a case study approach, learning from real business cases, and applying the knowledge to practical situations.

## 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

1	Understand how to develop and manage an appropriate communication strategy within a business.	KS1	
		KS2	
		KS5	
2	Evaluate and propose appropriate solutions to specific relationship issues in a case study setting.	KS3	
		KS6	
		KS5	
3	Develop strong influencing and negotiating skills in order to create and maintain strong professional relationships	KS2	
		KS1	
		KS5	
4	Explain the main concepts and principles of business law, and relevant legislation.	KS1	
		KS2	
		KS3	
5	Assess and apply the main concepts and principles of business law to realistic commercial situations.	KS3	
		KS6	
		KS9	

### Transferable skills and other attributes

*Effective communication skills, oral and written*  
*Critical thinking*  
*Analysis and synthesis of information and knowledge*  
*Problem solving skills such as identifying and solving business problems.*  
*Applying knowledge and theories in practice*  
*Self-reflection and reflective learning*

**Derogations**

None

**Assessment:**

## Indicative Assessment Tasks:

1. A written case study analysis that focuses on the communication strategy of an organisation of your choice
2. A practical task, simulating a typical business negotiation which will be assessed jointly by peers and the module leader.
3. An individual presentation on a chosen example of business law, and its application in a practical business situation.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration or Word count (or equivalent if appropriate)
1	1,2	Case Study	50%	2,500
2	3,	Simulation	15%	10 minutes
3	4,5	Presentation	35%	15 minutes

**Learning and Teaching Strategies:**

This module will be delivered using a combination of face to face lectures, group tutorials and practical exercises, and will utilise the use of case studies to apply the knowledge. There will be a substantial element of online learning, during which students will consolidate learnings, undertake research for assessments, participate in discussion forums, and work with peers to complete group activities.

**Syllabus outline:**

1. Understanding the principle of external and internal stakeholders
2. Relationship building – Rapport, credibility, collaboration and compromise
3. The role and importance of communication within business
4. GDPR and business
5. Developing an appropriate communications strategy
6. How to manage internal communications
7. The fundamentals of negotiation
8. The win:win principles of negotiation
9. The essential elements of business law
10. Consumer protection agencies
11. Trade descriptions, product liability and consumer safety.

12. Investigating real-life case studies of business law and their outcome.

**Indicative Bibliography:**

**Essential reading**

Adams, A. (2018), *Law for business students*. 10th ed. Pearson.(available as e-book)

Fitzpatrick, L. and Dewhurst, S.(2019) *Successful Employee Communications: A Practitioner's Guide to Tools, Models and Best Practice for Internal Communication* Kogan.

**Other indicative reading**

Books

Barrow, B. (2017). *Stakeholder Management: 50 Ways that you can become brilliant at Project Stakeholder Management: or How to Engage, Inspire and Manage Even Difficult Stakeholders*. CreateSpace Independent Publishing Platform.

Websites

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

[www.conflict-management.org/](http://www.conflict-management.org/) – The institute of conflict management

Journals

Available on Resource finder

