

MODULE SPECIFICATION FORM

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| Module Title: Fundamentals of Business | Level: 3 | Credit Value: 20 |
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| Module code: BUS345 | Cost Centre: GAMG | JACS3 code: N/A |
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| Semester(s) in which to be offered: 1 | With effect from: September 2014 |
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| Office use only: To be completed by AQSU: | Date approved: September 2014 Date revised: - Version no: 1 |
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| Existing/New: New | Title of module being replaced (if any): None |
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| Originating Academic Department: Business and Management | Module Leader: Neil Pritchard |
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| Module duration (total hours): 200 Scheduled learning & teaching hours: 50 Independent study hours: 150 | Status: core/option/elective (identify programme where appropriate): Core to the Foundation Year Business Strand |
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| Programme(s) in which to be offered: BA (Hons) Accounting and Finance (including Foundation Year) BA (Hons) Business (including Foundation Year) BSc (Hons) Entrepreneurship (including Foundation Year) BA (Hons) Global Business (including Foundation Year) BA (Hons) Hospitality, Tourism and Event Management (including Foundation Year) BSc (Hons) Marketing and Consumer Psychology (including Foundation Year) | Pre-requisites per programme (between levels): None |
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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:

At the end of this module, students should be able to:

Knowledge and Understanding:

1. Describe the structure and classification of business
2. Understand the context in which a business operates
3. Describe common aims and characteristics of different business types and what makes them different
4. Outline the key business structures, cultures and functions
5. Demonstrate awareness of the political, social, economic, technological and ethical considerations affecting business.

Transferable/Key Skills and other attributes:

- Ability to think logically and creatively
- Ability to apply creative solutions to problems
- Work in teams as well as develop and manage an individual programme of work
- Ability in time management/organisational skills.
- Interpersonal/communication skills.

Assessment:

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 group-presentation of their investigation to the class.

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) |
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| 1 | 1 - 4 | Coursework | 50% | 20 minute group presentation | N/A |
| 1 | 5 | Coursework | 50% | N/A | 2500 |

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

Bibliography:**Essential Reading:**

Mullins, L.J. (2010), Management and Organisational Behaviour (ninth edition). Essex, UK: Pearson Education

Other indicative reading:

Brassington, F , Pettitt, S. (2006) Principles of Marketing, 4th edition. Financial Times Prentice Hall.
Brooks, I. Weatherston, J. Wilkinson, G. (2011). The International Business Environment. 2nd Edition Pearson London
Chopra, S. ,Meindle, P. (2013) Supply Chain Management, 5th edition. Financial Times Prentice Hall
Daft, R.L. (2008), New Era of Management (second edition) Mason, Ohio, USA: South Western: Cengage
Erbert,J., Griffin, R.W. (2013) Business Essentials, global edition. 9th edition. Financial Times Prentice Hall.
Heizer, J. And Render,B. (2011) Operations management. 10th edition. Financial Times Prentice Hall
Huczynski, A. , Buchanan, B. (2010) Organisational Behaviour: An Introductory Text. 4th edition, Financial Times Prentice Hall.
McLaney, E. , Atrill, P. (2010) Accounting: An Introduction, 5th edition. Financial Times Prentice Hall, E- book available.
Morrison, J. (2011). The International Business Environment. 3th Ed. Hampshire, UK: Palgrave Macmillan
Slack, N., Brandon - Jones, A., Johnston, R. (2011) Essentials of Operations Management. 1st edition. Financial Times Prentice Hall.

Journals, Magazines and Newspapers:

Economist
Business Week
Financial Times
BBC News: www.news.bbc.co.uk/

Lecturers will also recommend further reading during the module.