Module specification

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Module code	BUS499
Module title	Introduction to Management and Business
Level	4
Credit value	20
Faculty	SLS
Module Leader	Neil Pritchard
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) Business & Management	Core
BA (Hons) Accounting and Finance Management	Core
BA (Hons) International Business	Core
BA (Hons) Marketing and Business	Core
BA (Hons) Business and Human Resource Management	Core
BA (Hons) International Tourism and Hospitality Management	Core
BA (Hons) Law and Business	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	36 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	**36** hrs
Placement / work based learning	0 hrs
Guided independent study	164 hrs

Learning and teaching hours	36 hrs
Module duration (total hours)	**200 hrs**

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Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	January 2022 included BA (Hons) Law and Business in programme titles
Version number	2

Module aims

This module will introduce students to some of the fundamentals of business, including organisational structure and the nature of the modern business practices. It will also provide opportunities for the student to acquire a broad understanding of management by exploring the skills and characteristics of effective managers and leaders, and techniques to successfully manage a team.

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

1	Describe and appreciate the key elements of business.
2	Explain the concept of organisational structure.
3	Demonstrate an understanding of management processes and functions.
4	Reflect upon the skills and characteristics of an effective manager.
5	Define the difference between management and leadership

Assessment

Indicative Assessment Tasks:

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: A case study report on a chosen business discussing key elements of the business, its organisational structure or its management. (1500 max)

Indicative assessment 3: A portfolio containing a reflection/analysis on personal skills, and a short essay offering a solution to a people management issue. (1500 max)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3	Written Assignment	50%
2	4,5	Portfolio	50%

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end Introduction to Management and Business applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

Students studying Introduction to Management and Business will have access to multiple learning opportunities including face to face or online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading. An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in the world of business and management. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Indicative Syllabus Outline

- An introduction to business
- Business and organisational structure
- Work motivation and engagement
- Management's role in organisations
- What makes a good manager?
- The difference between a manager and a leader
- Mastering effective people management techniques

Indicative Bibliography:

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

Essential Reads

Boddy, D., 2019. *Management: Using Practice and Theory to Develop Skills*. (8th Edn) Pearson Education

Students will also be provided with a list of relevant online articles and resources for each task which forms part of the assessment.

Other indicative reading

<u>Textbooks</u>

Hagan, P. (2018), *Higher Business Management.* 2nd ed. Paisley: Hodder Gibson.

Combe, C. (2014), *Introduction to Management.* Oxford: Oxford University Press.

Needle, D. and Burns, J. (2019), *Business in Context: An Introduction to Business and its Environment*. 7th ed. Andover: Cengage.

Mullins, L. (2019), *Organisational Behaviour in the Workplace*. 12th ed. Harlow: Pearson.

Clegg, S.R., Pitsis, T.S. and Mount, M. (2021), *Managing and Organizations: An Introduction to Theory and Practice*. 6th ed. London: Sage.

<u>Websites</u>

<u>www.cipd.co.uk</u>
<u>www.managers.org.uk</u>

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
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

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