

Liverpool John Moores University

Title: INTRODUCTION TO BUSINESS STUDIES 1
Status: Definitive
Code: **3501BELBU** (101111)
Version Start Date: 01-08-2011

Owning School/Faculty: Arts, Professional and Social Studies
Teaching School/Faculty: Bellerby's College - Brighton

Team	Leader
Jarmila Hickman	Y

Academic Level: FHEQ3
Credit Value: 12.00
Total Delivered Hours: 69.00
Total Learning Hours: 120
Private Study: 51

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	66.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Test	AS2	Mid-term test	10.0	
Exam	AS3	Module Examination	70.0	3.00
Presentation	AS1		20.0	

Aims

To develop the students' understanding of both the operational and strategic problems facing the business enterprise in the modern market economy.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an appreciation of the multi-disciplinary nature of business.
- 2 Describe aspects of marketing as a business activity.
- 3 Show an appreciation of various aspects of Human Resource Management.
- 4 Describe and discuss different styles of leadership in business.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

TEST	1	2	3	4
EXAM	1	2	3	4
PRESENTATION	1	2	3	4

Outline Syllabus

1. *Market segments and market research*
2. *Product, price, place and promotion*
3. *Marketing objectives and strategies*
4. *Organisational Structures*
5. *Human Resource Planning*
6. *Motivation and leadership styles*
7. *Trade unions*

Learning Activities

Interactive small classes, regular formative assignments, class tests and terminal module examination.

References

Course Material	Book
Author	Hall, Jones and Raffo
Publishing Year	2004
Title	Business Studies
Subtitle	
Edition	3rd Edition
Publisher	Causeway Press Ltd.
ISBN	9781902796833

Notes

This is the first of two modules which consider aspects of business and management. In this module the focus is on the two key areas of marketing and

human resource management.