

## Liverpool John Moores University

Title: INTRODUCTION TO BUSINESS STUDIES 2  
Status: Definitive  
Code: **3502BELBU** (101112)  
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
Essay	AS1	Coursework, based on homeworks	20.0	
Test	AS2	Mid-term test	10.0	
Exam	AS3	Module Examination	70.0	3.00

### Aims

*To continue developing 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 Describe the different aspects of Operations Management.
- 2 List the steps involved in setting up and establishing a business.
- 3 Show an awareness of the legal and ethical issues involved in running a business.
- 4 Describe the other external influences e.g. economic and political that affect the success of a business.

## Learning Outcomes of Assessments

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

ESSAY	2	4		
TEST	1	2		
EXAM	1	2	3	4

## Outline Syllabus

1. *Productivity and methods of production*
2. *Stock control and lean production*
3. *Quality management*
4. *Setting up a Business*
5. *Legal structure and business ethics*
6. *SWOT Analysis*
7. *External influences on business*

## Learning Activities

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

## References

<b>Course Material</b>	Book
<b>Author</b>	Hall, Jones and Ruffo
<b>Publishing Year</b>	2004
<b>Title</b>	Business Studies
<b>Subtitle</b>	
<b>Edition</b>	3rd Edition
<b>Publisher</b>	Causeway Press
<b>ISBN</b>	9781902796833

## Notes

This module considers the practical aspects of setting up, establishing and running a business and looks at the external influences that could have a major impact on the business's success.