

Summary Information

Module Code	3502FETQR
Formal Module Title	Introduction to Business
Owning School	Civil Engineering and Built Environment
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 3
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Oryx Universal College WLL

Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	13
Tutorial	7

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	The aim of this module is to introduce students to the key concepts of Business. 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 businesses' success. The module will also include content on motivation theories and operations management.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Outline the functions and strategies of businesses
MLO2	2	Analyse organisational structures
MLO3	3	Identify styles of leadership and management
MLO4	4	Explain the role of human resource management in business

Module Content

Outline Syllabus	- Business functions- Operation and strategies- Organisational behaviour- Leadership and management- Motivation theories and operations management- Human resource management
Module Overview	
Additional Information	This module is an introduction to general business functions. It will provide the student with an introductory overview to business structures, functions and management.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Exam	Exam	50	2	MLO1, MLO2, MLO3, MLO4
Presentation	Essay	50	0	MLO1, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Ali Rostami	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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