

Liverpool John Moores University

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: Introduction to Business
Status: Definitive
Code: **3502FETQR** (127443)
Version Start Date: 01-08-2021

Owning School/Faculty: Civil Engineering and Built Environment
Teaching School/Faculty: Oryx Universal College WLL

Team	Leader
Ali Rostami	Y

Academic Level: FHEQ3 **Credit Value:** 20 **Total Delivered Hours:** 41
Total Learning Hours: 200 **Private Study:** 159

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	19.5
Seminar	13
Tutorial	6.5

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam	2 hour exam	50	2
Essay	Essay	1500 word	50	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Outline the functions and strategies of businesses
- 2 Analyse organisational structures
- 3 Identify styles of leadership and management
- 4 Explain the role of human resource management in business

Learning Outcomes of Assessments

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

Exam	1	2	3	4
Essay	1	4		

Outline Syllabus

- *Business functions*
- *Operation and strategies*
- *Organisational behaviour*
- *Leadership and management*
- *Motivation theories and operations management*
- *Human resource management*

Learning Activities

Lectures accompanied by workshops, group work and in-class case study exercises. Homework will support these activities, and should guide the student towards the development of self-study.

Notes

This module is an introduction to general business functions. It will provide the student with an introductory overview to business structures, functions and management.