

## Liverpool John Moores University

Title: Business and Law  
Status: Definitive  
Code: **3512IFYAP** (119746)  
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: Academic Portfolio

Team	Leader
Gillian Hunt	Y

**Academic Level:** FHEQ3  
**Credit Value:** 24  
**Total Delivered Hours:** 121.5  
**Total Learning Hours:** 240  
**Private Study:** 118.5

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	60
Seminar	30
Tutorial	10
Workshop	20

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	1000 word essay	50	
Exam	AS2	Exam	50	1.5

### Aims

*To introduce students to the application of law to business.*

*To develop the students' understanding of operational and strategic methodologies in the modern world of business.*

*To provide students with knowledge of basic legal principles and practice related to the business world.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Outline and understand business functions.
- 2 Describe and discuss the difference between leadership and management, and identify styles of leadership and management.
- 3 Analyse organisational and trading structures.
- 4 Describe aspects of marketing as a business activity.
- 5 Recognise the key structures within the English legal system.
- 6 Identify how law can be applied to human resource management, contracts and consumer protection scenarios

## **Learning Outcomes of Assessments**

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

Report	1	2		
Exam	3	4	5	6

## **Outline Syllabus**

*Business functions*  
*Leadership and management*  
*Organisational structures and behaviour*  
*Market segments and market research*  
*Marketing objectives and strategies*  
*Product, price, place and promotion*  
*Human resources management*  
*Introduction to the English legal system*  
*Contract law*  
*Trading structures*  
*Consumer protection*

## **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**

None