

Liverpool John Moores University

Title: Introduction to Business
Status: Definitive
Code: **3516IFBSG** (124535)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Amanda Mason	Y

Academic Level: FHEQ3
Credit Value: 10
Total Delivered Hours: 40.5
Total Learning Hours: 100
Private Study: 59.5

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	1.5 hour exam	100	1.5

Aims

The aim of this module is to introduce the key concepts of Business Studies. The module will help to develop an understanding of both the operational and strategic problems facing the business enterprise in the modern market economy. 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 business functions and business strategies
- 2 Analyse organisational and trading 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
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Outline Syllabus

- *Business functions*
- *Operation and strategies*
- *Organisational/Trading structures and 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.