

Summary Information

Module Code	3516IFBSG
Formal Module Title	Introduction to Business
Owning School	Business and Management
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 3
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

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-MTP	MTP	September	12 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Outline business functions and business strategies
MLO2	2	Analyse organisational and trading 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/Trading structures and 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	100	1.5	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Amanda Mason	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings