

Summary Information

Module Code	3524IFBSG
Formal Module Title	Introduction to Business
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 3
Grading Schema	40

Module Contacts

Module Leader

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

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Study Group

Learning Methods

Learning Method Type	Hours
Lecture	26
Seminar	39

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	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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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Outline business functions and business strategies
MLO2	Analyse organisational and trading structures
MLO3	Identify styles of leadership and management
MLO4	Explain the role of human resource management in business
MLO5	Research and design a business proposal for a new business venture
MLO6	Work collaboratively within a group including research, presenting and communication skills.

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- Create a business plan- Marketing mix- Cash flow forecast- Marketing concepts and strategies

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. Louise Burton - Module Leader.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Exam	Exam	50	1.5	MLO2, MLO4, MLO3, MLO1
Presentation	Group Presentation	50	0	MLO6, MLO5