

Liverpool John Moores University

Title: MEASURING YOUR BUSINESS
Status: Definitive
Code: **4003BUSCO** (116979)
Version Start Date: 01-08-2017

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

Team	Leader
Christopher Taylor	Y

Academic Level: FHEQ4 **Credit Value:** 24 **Total Delivered Hours:** 74.5
Total Learning Hours: 240 **Private Study:** 165.5

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20
Tutorial	53

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	1,500 word report.	60	
Exam	Exam.	90 min examination	40	1.5

Aims

The module aims to develop students' skills in financial accounting and develop their understanding of business metrics, business modelling techniques, business markets, and the use of IT, data and information in the analysis and measurement of business processes and functions.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of - and skills in - financial interpretation, including identifying, explaining and assessing the potential use of tools and techniques to aid such interpretation.
- 2 Deploy a selection of basic business modelling and analysis techniques to better understand business situations.
- 3 Describe basic microeconomic principles.
- 4 Demonstrate a basic understanding of the concepts of data, its description in ERDs, its interpretation and its transformation into information for understanding business processes, functions and markets.
- 5 Utilise spreadsheets in the analysis of business data.
- 6 Describe basic data flow diagrams.

Learning Outcomes of Assessments

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

Report	2	4	5	6
Examination	1	3		

Outline Syllabus

Financial information and application of accounting concepts
Interpretation of financial statements
Accounting systems used for recording business transactions
Business metrics and measurement
Data analysis, interpretation and transformation
Introduction to business modelling and analysis
Spreadsheet software, databases, visualisation tools
Introduction to economic, financial and market concepts

Learning Activities

Lectures complemented by extended lab sessions.

Notes

Notes for this will be available in the module handbook and on Blackboard.