

Liverpool John Moores University

Title: Introduction to Business Studies
Status: Definitive
Code: **4003IYO** (120180)
Version Start Date: 01-08-2017

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

Team	Leader
Amanda Mason	

Academic Level: FHEQ4 **Credit Value:** 24 **Total Delivered Hours:** 86
Total Learning Hours: 240 **Private Study:** 154

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	60
Seminar	14
Tutorial	10

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam	one hour exam - business functions and management	30	1
Exam	Exam	one hour exam - specialist business areas	30	1
Report	Report	2,000 word report	40	

Aims

To introduce students to the fundamental structures and functions of business.

To develop students' understanding of specialist areas in business.

To explore differing theories of leadership and management.

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 Identify a range of specialist areas in business.
- 4 Describe aspects of marketing and public relations as a business activity.
- 5 Explain the role of human resource management in business.
- 6 Explore the role of accounting and finance in business.

Learning Outcomes of Assessments

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

Exam 1	1	2		
Exam 2	3			
Report	4	5	6	

Outline Syllabus

Business functions

Leadership and management

Organisational structures

Marketing and public relations

The role of human resource management

The role of accounting and finance

Learning Activities

Lectures accompanied by workshops, seminars, 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 and specialist areas of business. It will provide the student with an introductory overview to business.