

Liverpool John Moores University

Title: Academic Skills for Business & Management
Status: Definitive
Code: **4052YPCBM** (122967)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Moataz Alhilou	Y

Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Seminar	11
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Test	Test	In Class Test	30	
Report	Rep	Individual 2500 word Business Report	70	

Aims

The module will provide the students with some of the essential skills required to successfully complete their UG degree. Particular emphasis is placed on research, essay/report writing, numeracy and referencing, as a vital areas that are too often under-emphasised by students.

Focus is also placed on helping students acquire key transferable skills necessary to a successful academic and professional life, such as time management, critical thinking and reflective learning techniques.

Learning Outcomes

After completing the module the student should be able to:

- 1 Employ the Harvard Referencing System and how to avoid plagiarism at university.
- 2 Identify, and effectively use, reliable and appropriate academic and industry related sources of information.
- 3 Demonstrate effective communication and critical analysis skills, and an understanding of this through assessment.
- 4 Reflect on individual performance within the academic and business skills development, with special consideration given to areas of weakness identified, and the creation of a Personal Development Plan.

Learning Outcomes of Assessments

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

In Class Test	1		
Individual Business Report	2	3	4

Outline Syllabus

To provide the students with the necessary skills to avoid plagiarism using the Harvard Reference System.

To understand the demands of academic work and associated marking schemes. Identifying appropriate academic sources found in the university library system – books, journals and academic papers.

Using reliable sources to analyse markets and industries – Mintel, IBISWorld and Keynote etc.

To develop academic writing and critical analysis skills.

To develop effective time management and workload planning for assessments.

To develop effective revision strategies.

To understand the reflection and self-awareness process.

Learning Activities

Learning activities will be through lectures, workshops and seminars, where students will be encouraged to engage and ask questions of issues raised, practical sessions and task based learning.

Business case studies will be used to create opportunities for the students to apply the theories gained in lectures and seminars.

Notes

This module will introduce the students to skills required to complete their chosen program of study and to have the transferrable skills for working career.

Particular emphasis is placed on research, essay/report writing, numeracy and referencing, as a vital areas that are too often under-emphasised by students.