

## Liverpool John Moores University

Title: Introduction to Business Studies  
Status: Definitive  
Code: **4501IYBSG** (124519)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Amanda Mason	Y

**Academic Level:** FHEQ4  
**Credit Value:** 20  
**Total Delivered Hours:** 80  
**Total Learning Hours:** 200  
**Private Study:** 120

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	39
Seminar	26
Tutorial	13

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	2,000 essay	40	
Exam	Exam	2 hour exam	40	2
Future Focus e-learning task	WSB	Self awareness statement	10	
Reflection	REF	Reflective interview	10	

### Aims

*This module will introduce students to the fundamental structures and purpose of businesses. Students will develop a knowledge of functional and specialist areas in an organisation. Students will also explore differing theories of leadership and*

management.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Outline and discuss a range of functional and specialist areas in business
- 2 Describe and discuss the difference between leadership and management and identify styles of leadership and management
- 3 Identify and explain business purpose and enterprise and legal and organisational structures
- 4 Describe and analyse the role of HR, Marketing and Finance in a business organisation
- 5 To identify and reflect upon the following aspects of self-awareness in respect of personal development and career planning: strengths and weaknesses, motivations and values, ability to work with others

## Learning Outcomes of Assessments

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

Essay	4		
Exam	1	2	3
Self Awareness Statement	5		
Reflective interview	5		

## Outline Syllabus

- *Business purpose and enterprise*
- *Legal structures across private, public and not for profit sectors*
- *Organisational structures*
- *Mission and objectives*
- *Management and Leadership*
- *Key business functions and specialist areas including HR, Marketing and Finance*
- *Personal development*

## Learning Activities

Lectures accompanied by 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. It also contains self-awareness and reflective exercises.