

Liverpool John Moores University

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Title: MEASURING YOUR BUSINESS
Status: Definitive
Code: **4503STGCO** (119547)
Version Start Date: 01-08-2013

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Christopher Taylor	

Academic Level: FHEQ4
Credit Value: 24.00
Total Delivered Hours: 113.30
Total Learning Hours: 240
Private Study: 126

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Tutorial	28.000
Workshop	84.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	1,500 word report.	60.0	
Exam	Exam.	90 min examination	40.0	1.30

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:

- LO 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.
- LO 2 Deploy a selection of basic business modelling and analysis techniques to better understand business situations.
- LO 3 Describe basic microeconomic principles.
- LO 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.
- LO 5 Utilise spreadsheets in the analysis of business data.
- LO 6 Describe basic data flow diagrams.

Learning Outcomes of Assessments

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

Report	LO 2	LO 4	LO 5	LO 6
Examination	LO 1	LO 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 lab sessions.

References

Course Material	Book
Author	KUNCICKY, D C and LARSEN, R W
Publishing Year	2009
Title	Introduction to Excel
Subtitle	

Edition	
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	ATRILL, P and McCLANEY, E
Publishing Year	2008
Title	Accounting and Finance for Non-Specialists
Subtitle	
Edition	
Publisher	Pearson
ISBN	

Course Material	Book
Author	WOOD, F and SANGSTER, A
Publishing Year	2008
Title	Business Accounting 1
Subtitle	
Edition	
Publisher	Pearson
ISBN	

Course Material	Book
Author	ALVAREZ, M
Publishing Year	2007
Title	Market Data Explained
Subtitle	A Practical Guide to Global Capital Market Information
Edition	
Publisher	Elsevier/Butterworth-Heinemann
ISBN	

Course Material	Book
Author	AITKEN, P G
Publishing Year	2007
Title	Excel 2007 PivotTables and PivotCharts
Subtitle	
Edition	
Publisher	Wiley
ISBN	

Notes

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