

## Liverpool John Moores University

Title: BUSINESS FOR ACCOUNTING STUDENTS  
Status: Definitive  
Code: **4505CP** (103525)  
Version Start Date: 01-08-2013

Owning School/Faculty: Arts, Professional and Social Studies  
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

**Academic Level:** FHEQ4  
**Credit Value:** 20.00  
**Total Delivered Hours:** 77.00  
**Total Learning Hours:** 200  
**Private Study:** 123

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	50.000
Tutorial	25.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Test	AS1	Class Test	10.0	
Essay	AS2	Individual Business Plan	40.0	
Exam	AS3	End-of-year Exam	50.0	2.00

### Aims

*To develop in learners an understanding of general business concepts involved in a business organisation.*

*To provide learners with an underpinning of the principal functional areas of business.*

*To develop learners' knowledge of the external and the internal environment in which modern businesses operate.*

*To introduce learners to the concepts of enterprise and entrepreneurship.  
To provide learners with knowledge of the key concepts in the Marketing function.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Explain the impact of the external environment on business and apply environmental analysis tools to cases and organisations.
- 2 Demonstrate knowledge of the internal environment of an organisation including different types of organisational structures and cultures and their impact on business success.
- 3 Explain the core components of the Marketing function..
- 4 Demonstrate an understanding of the role and responsibilities of the other functional areas of business- Operations, Human Resources, and Finance.
- 5 Show clear knowledge of enterprise and entrepreneurship through the production of a business plan..

## **Learning Outcomes of Assessments**

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

TEST	1	2		
BUSINESS PLAN	1	2	4	5
EXAM	1	2	3	4

## **Outline Syllabus**

1. *The Business Environment - External - General environment Importance and impact of, Tools for Analysis e.g. Longpest etc.*
2. *The Business Environment - External - Competitive Environment Importance and impact of, Tools for Analysis e.g. Porter etc.*
3. *Planning for Business, levels ,Importance, how environmental analysis contributes, SWOT etc.*
4. *Finance Function and Importance, Concerns, Role of function, Sample of skills and activities*
5. *Operations and Logistics - Importance, Concerns, Role of function, Sample of skills and activities*
6. *Human Resources Importance, Concerns, Role of function, Sample of skills and activities*
7. *Marketing - Importance, Concerns, Role of function, Sample of skills and activities*
8. *Introduction to Entrepreneurship Catalysts, Nature of , Importance of, Case Studies, Business Planning*
9. *Major principles Introduction to key Marketing concepts e.g. 4P's and a number of academic matrixes.*
10. *Introduction to Entrepreneurship Catalysts, Nature of , Importance of, Case Studies, Business Planning*

11. *Introduction to Ethics and Corporate Social responsibility - Introduction to ethical decision making in business, and positive corporate contribution to society*

12. *Introduction to Change Management - Basic models and theory and cases around change.*

## Learning Activities

Lectures and tutorials.

## References

<b>Course Material</b>	Book
<b>Author</b>	Capon, C
<b>Publishing Year</b>	2009
<b>Title</b>	Understanding the Business Environment
<b>Subtitle</b>	
<b>Edition</b>	3rd
<b>Publisher</b>	London: Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Needle, D
<b>Publishing Year</b>	2010
<b>Title</b>	Business in Context
<b>Subtitle</b>	an Introduction to Business and its Environment
<b>Edition</b>	5th
<b>Publisher</b>	Thompson Learning
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Worthington, I. & Britton, C.
<b>Publishing Year</b>	2009
<b>Title</b>	The Business Environment
<b>Subtitle</b>	
<b>Edition</b>	6th
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Scarborough, N & Wilson, D.
<b>Publishing Year</b>	2011
<b>Title</b>	Essentials of Entrepreneurship & Small Business Management
<b>Subtitle</b>	
<b>Edition</b>	6th
<b>Publisher</b>	Prentice Hall

ISBN	
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## Notes

Business for Accounting Students is an introductory business module for learners taking accountancy and finance degrees. It introduces learners to environmental analyses, organisational structure, organisational cultures, as well as an appreciation of the key elements of the main organisational functions -operational, financial, marketing and human resource management. As accounting and finance learners concentrate less on Marketing-related topics, there is additional treatment of core marketing roles in organisations and an introduction to Marketing Principles within this module.