

Liverpool John Moores University

Title: BUSINESS ORGANISATION
Status: Definitive
Code: **4506CP** (103526)
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
Essay	AS1	Business Plan	50.0	
Exam	AS2	Examination.	50.0	2.00

Aims

To develop learner knowledge of a range of general business concepts.
To build learners knowledge of the concerns and contribution of each of the principal function areas of business.
To acquaint learners with the impact on business of the external and the internal environment in which modern businesses operate.
To make learners familiar with concepts of enterprise and entrepreneurship.
To develop a broad foundation level knowledge of the roles and application of

accounting and finance in business entities.
To allow learners sample the practice of select skills within functions.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the impact of the external environment on business.
- 2 Outline different types of organisation structures and cultures and their impact on business success.
- 3 Demonstrate application of some key accountancy skills, key skills from Human Resources Management or Operations Management functions.
- 4 Describe the concerns, role and responsibilities of the principal business functions.
- 5 Explain basic concepts of enterprise and entrepreneurship.

Learning Outcomes of Assessments

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

BUSINESS PLAN	1	3	4
EXAM	1	2	5

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. The Business Environment - Internal Organisation Culture Typologies, Models, Impact on Business*
- 5. Operations and Logistics - Importance, Concerns, Role of function, Sample of skills and activities*
- 6. Human Resources Management Importance, Concerns, Role of function, Sample of skills and activities*
- 7. Finance Function - Importance, Concerns, Role of function and Basic Accounting skills*
- 8. Introduction to accounting - Introduction to the basic accounting statements issued by the finance department and interpretation of same*
- 9. Introduction to Entrepreneurship - Catalysts, Nature of, Importance of, Case Studies, Business Planning*
- 10. Introduction to Ethics and Corporate Social responsibility - Introduction to ethical decision making in business, and positive corporate contribution to society*
- 11. Introduction to Change Management - Basic models and theory and cases around change.*

Learning Activities

Lectures and tutorials.

References

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

Notes

This module introduces learners to external environmental analysis, organisational structure, organisational culture, and samples the concerns of the main organisational functions, namely; operational, financial, marketing and human resource management. It gives an appreciation of the importance and influence of the context of business internally and externally, how business is organised, and the contribution of the various functions.

In tandem with the sampling of the finance function in general, a component of the course is given to introducing central accounting statements, and equipping students with the ability to interpret the broad parameters contained within these statements.