

Liverpool John Moores University

Title: BUSINESS MANAGEMENT FOR ENGINEERS (V.2)
Status: Definitive
Code: **5023ENG** (105480)
Version Start Date: 01-08-2011

Owning School/Faculty: Engineering
Teaching School/Faculty: Engineering

Team	Leader
Bridget Price	Y

Academic Level: FHEQ5 **Credit Value:** 12.00 **Total Delivered Hours:** 30.00

Total Learning Hours: 120 **Private Study:** 90

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	18.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework 1 : set of exercises relating to financial and cost management	50.0	
Report	AS2	Coursework 2 : a report based on integrating various elements of the module	50.0	

Aims

To provide the engineering student with awareness of the business context in which the engineering function is carried out, and an appreciation of the nature of a range of non-technical factors, within and outside the organisation, which influence business decisions.

Learning Outcomes

After completing the module the student should be able to:

- 1 Discuss the suitability of different management styles and approaches to decision-making for a variety of business situations.
- 2 Outline the general nature of quality management and suggest appropriate measures of performance suitable for a variety of industrial organisations and activities.
- 3 Describe the nature of the business environment and its influence on industrial organisations, in terms of macro-environmental factors (social, ethical, environmental, economic, political), the legal framework, and competitive and market factors.
- 4 Define some basic financial management terminology and apply simple financial planning and costing techniques to straightforward example cases.
- 5 Construct financial statistics - balance sheet, profit and loss account status - and apply simple analysis techniques

Learning Outcomes of Assessments

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

exercise	4	5	
report	1	2	3

Outline Syllabus

Management basics : role of the manager, hierarchy of objectives, strategic management, SWOT analysis, management styles, the decision making process, organisational structure, function, culture.

The business environment :

Macro-environmental factors: influence of sociological, ethical, environmental, economic and political factors on business.

Competitive/market factors : industries and markets ; seeing competitive position.

Management of resources (time, cost and quality)

Quality management : basic principles ; TQM and continuous improvement philosophies ; measures of performance ; review of applicable techniques.

Financial management : basic terminology ; management and financial accounting; performance indicators ; financial planning / budgets ; approaches to costing (fixed / variable costs ; marginal and absorption costing).

Marketing : definition ; the marketing concept; customer focus; goods and services; market segmentation; marketing mix; marketing research.

Learning Activities

Students will learn through lectures covering the main subject matter supported by tutorial activities, typically exercises based on case studies. There will also be directed self-study reading/exercises.

References

Course Material	Book
Author	Payne, A.C., Chelsom,J., Lawrence,R. Reavill,P.
Publishing Year	1996
Title	Management for Engineers
Subtitle	
Edition	
Publisher	Wiley
ISBN	

Notes

This module is designed to give students studying engineering subjects the essential management and business context in which the engineering function is carried out. Content has been selected according to professional body guidelines.