

## Liverpool John Moores University

Title: Technology and Business Interaction  
Status: Definitive  
Code: **5602TECYPC** (121715)  
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering  
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Karl Jones	Y

**Academic Level:** FHEQ5      **Credit Value:** 10      **Total Delivered Hours:** 42  
**Total Learning Hours:** 100      **Private Study:** 58

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	24
Tutorial	18

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Organisational report 2500 word essay	100	

### Aims

*To impart awareness and understanding of the structure and workings of a manufacturing or service organisation from the standpoint of business functions and key interactions as it responds to the impact of the competitive effects of new technology.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Describe the main forms of business enterprise, the changing relationship between control and ownership as the firm expands basic nature of business activity and the role of the technology manager as the lubricant of organisational change.
- 2 Explain the workings of the primary business functions, in particular the conflicts and interactions imposed by everyday business activity, and the multiplying effect of new technology on these interactions.
- 3 Demonstrate the nature and purpose of business planning, the importance of the customer service equation, and the role of technology as a driver in these aspects.
- 4 Apply business tools to a business situation, especially in relation to change.

## Learning Outcomes of Assessments

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

Organisational report 2,500	1	2	3	4
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## Outline Syllabus

*Types of business:*

- *Significant features of each. Origins and aims of businesses, the need for capital to expand vs. the weakening of control as ownership become more focused. The Sole Trader, the Partnership, the limited company, the plc. Stakeholder perspectives. Functions in businesses. Marketing, sales, manufacturing, Development & Design, Logistics. Interactions, conflict and optimization of sub-goals at expense of organization goals. Exacerbation of changing technology.*

*Introduction to marketing:*

- *Market research, as tools to understanding the shape of the business both current and potential.*

*The understanding of the significance of customer service.*

*Introduction to strategic analysis tools;*

- *SWOT, STEP and Porter's 5 Forces model.*

*Business objectives setting:*

- *Connection to mission statements. Definition and purpose of strategy.*

*Technology:*

- *Manager's role in initiating, controlling and planning change.*

## Learning Activities

Lectures, tutorial discussions, case studies, videos.

## **Notes**

The module is designed to provide the student with an awareness of the internal structure of manufacturing or service companies, an appreciation of prevailing sociological, environmental and political conditions and the way in which new technology impacts upon company activity.