

## Liverpool John Moores University

Title: PROFESSIONAL AND BUSINESS PRACTICE  
Status: Definitive  
Code: **6002BEUG** (102782)  
Version Start Date: 01-08-2011

Owning School/Faculty: Built Environment  
Teaching School/Faculty: Built Environment

Team	Leader
Linda Wright	Y

**Academic Level:** FHEQ6  
**Credit Value:** 12.00  
**Total Delivered Hours:** 36.00  
**Total Learning Hours:** 120  
**Private Study:** 84

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	24.000
Seminar	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Assignment	30.0	
Report	AS2	Project	70.0	

### Aims

*To expand the students knowledge of professional and business practice and to develop knowledge and awareness of the different techniques and approaches to professional and business practice.*

*To introduce and allow opportunities for the development of 'Ready to Work' skills.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse and evaluate environmental, social and ethical issues in their own profession.
- 2 Evaluate a range of management techniques and carry out an analysis of how they can improve organisational and employee performance.
- 3 Evaluate how organisational philosophy and ethos impacts on the organisation's goals and mission.
- 4 Exercise significant judgement in applying appropriate course concepts and theories to a range of professional and business contexts.
- 5 Utilise specialist skills in customer care and business communications good practice.

### Learning Outcomes of Assessments

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

ASSIGNMENT	2	5	
REPORT	1	3	4

### Outline Syllabus

*Organisational structure and culture*  
*Organisational strategy*  
*Environmental, social and ethical issues*  
*Business planning*  
*Performance management*  
*Leadership*  
*Motivation*  
*Change management*  
*Communication*  
*Codes of practice in professional organisations*  
*Sales and marketing*  
*Financial control*

### Learning Activities

Lectures and seminars.

### References

<b>Course Material</b>	Book
<b>Author</b>	Albrecht, K
<b>Publishing Year</b>	2006
<b>Title</b>	Business:the ultimate resource
<b>Subtitle</b>	

<b>Edition</b>	
<b>Publisher</b>	London A & C Black
<b>ISBN</b>	9780713675092

<b>Course Material</b>	Book
<b>Author</b>	Bouciz, P
<b>Publishing Year</b>	2006
<b>Title</b>	Business information systems
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	0273688146

<b>Course Material</b>	Book
<b>Author</b>	Brown, C
<b>Publishing Year</b>	2005
<b>Title</b>	The sustainable enterprise: profiting from best practice
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Kogan Page
<b>ISBN</b>	0749442204

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## Notes

This module aims to take high level management concepts and develop in students an understanding of how they are utilised, in the types of organisation in which they will work.