

Liverpool John Moores University

Title: PROFESSIONAL AND BUSINESS PRACTICE
Status: Definitive
Code: **6049UG** (102202)
Version Start Date: 01-08-2011

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

Team	Leader
Fiona Borthwick	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 15.00
Total Learning Hours: 120
Private Study: 105

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Online	12.000
Seminar	3.000

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.

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

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

Edition	
Publisher	London A & C Black
ISBN	9780713675092

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

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

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.