

<b>Module code:</b> MOD003314	<b>Version:</b> 2 <b>Date Amended:</b> 05/Dec/2013
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<b>1. Module Title</b>
Introduction to Business

<b>2a. Module Leader</b>	<b>2b. Department</b>	<b>2c. Faculty</b>
Null	Department of Leadership and Management	Lord Ashcroft International Business School

<b>3a. Level</b>	<b>3b. Module Type</b>
3	Standard (fine graded)

<b>4a. Credits</b>	<b>4b. Study Hours</b>
15	150

<b>5. Restrictions</b>			
<b>Type</b>	<b>Module Code</b>	<b>Module Name</b>	<b>Condition</b>
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Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
<b>Courses to which this module is restricted:</b>			

**LEARNING, TEACHING AND ASSESSMENT INFORMATION**

<b>6a. Module Description</b>
This module is a study of business environment and functions, methods of business operation, types of business ownership, business finance, production, and the role of business organizations in contemporary society. Also included are the HRM considerations in business management. This module is designed as the first study of business for students. Both theory and practical application will be addressed. This module will be assessed via a midterm assignment and a final project.

<b>6b. Outline Content</b>
1. Business Objectives and Growth 2. Business Types 3. The External Environment 4. Marketing, Advertising and Promotion 5. Product Pricing and Distribution 6. Business Finance 7. Managing People in a Business 8. Recruitment 9. Introduction to Production 10. The Production Process

<b>6c. Key Texts/Literature</b>
Key Text: Robert A Ristau, Steven A. Egglund, Les Dlabay, James L. Burrow , Anne S. Daughtrey, Introduction to Business, 3rd Edition, 1996, South-western Publishing Co., ISBN-10: 0538656883 Additional Reading/Resources: Electronic Resources associated with the textbook, Articles posted on the VLE by the Instructor.
<i>Last Updated:</i>

<b>6d. Specialist Learning Resources</b>
None

<b>7. Learning Outcomes (threshold standards)</b>		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Explain the different types of business structures and the benefits of each.
2	Knowledge and Understanding	Define the role that human beings play in the business environment.
3	Knowledge and Understanding	Understand the basics of marketing and promotion and discuss the production and distribution process.
4	Intellectual, practical, affective and transferrable skills	Apply the 4Ps of marketing to any business situation.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-4	3 hours weekly, delivered through lectures and tutorials (12 hours of lectures + 24 hours of tutorials), or equivalent.
Other teacher managed learning	24	1-4	3 hours weekly, delivered through lectures and tutorials (12 hours of lectures + 24 hours of tutorials), or equivalent.
Student managed learning	114	1-4	114 hours during the study period of tutor led and/or individual focussed study including reading, exercises, case studies and library research.
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
Details:	Final written project 3000 words				
<b>Final written project 3000 words</b>					

In order to pass this module, students are required to achieve an overall mark of 40%.  
 In addition, students are required to:  
 (a) achieve the qualifying mark for each element of fine graded assessment of as specified above  
 (b) pass any pass/fail elements