

MODULE DESCRIPTOR

MODULE TITLE	INTRODUCTION TO BUSINESS AND MANAGEMENT THEORY		
MODULE CODE	BU1023 (L4)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module aims to build awareness of the key theoretical concepts of business and Management. Students are introduced to the major issues faced by managers and the different types of businesses. The general goal of the module is to provide a broad overview of the basic business.

MODULE CONTENT

Indicative syllabus content:

- Overview of management theory
- Theories of management, including Frederick Taylor's scientific management, Mintzberg's theories, Herzberg's motivation theory, Maslow's hierarchy of needs
- The business environment (economic/ political/socio-cultural/ technological)
- Types of Business
- Business Strategy
- Marketing for Business
- Ethical issues in Business
- Innovation and Entrepreneurship
- Operations, Marketing, HRM
- Basic Finance for Business

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Understand the core operations of businesses and the business environment.
2. Demonstrate a more informed knowledge of business operations.
3. Gain knowledge around the key elements of business and management.

TEACHING METHODS

This module is designed in a way that can build awareness of key management theories and operations in business. The module will be delivered using a combination of lectures and seminars/workshops in a two-hour weekly teaching session. Student learning will be facilitated through multiple means, including lectures, class discussions, group work, case studies, student presentations, workshops, company-visits, guest speakers, and debates. A number of technologies and media resources will be used during lectures to stimulate interest and make sure that students develop knowledge of the material being taught. These will include PowerPoint presentations, videos, Internet-based work, and printed material. Students will have an active role and involvement throughout the module. They are expected to be actively engaged in the identification of business-related articles and other material from newspapers, magazines, websites, and other relevant publications and e-sources in order to involve themselves in discussion and debate during classes.

ASSESSMENT METHODS

This module is assessed through two Essays.