

Module Specification

Module Summary Information

1	Module Title	Commercial Awareness
2	Module Credits	20
3	Module Level	5
4	Module Code	HOR5014

5	Module Overview
<p>This module will introduce you to various techniques and processes that have particular relevance to the production of a Business Plan, a key planning tool both in terms of understanding or developing a business but also with relevance to day to day life skills.</p> <p>Students are required to investigate different marketing/promotional techniques and develop their own systems of record keeping, and management tools to enable the accurate documentation of estimates, invoices, and ultimately accounts for their work. The creation of either a real or fictitious series of records to create a Business Plan will develop business thinking and strategic skills, and inform the understanding of basic Accounting information.</p> <p>The module will be taught through a series of lectures, demonstrations and tutorials providing an active approach to formative learning, and where relevant incorporating opportunities for interdisciplinary approaches to problem solving. Staff will support you via formative feedback sessions in response to work undertaken under both tutor-guided and self-guided study, leading you to a final summative assessment submission.</p>	

6	Indicative Content
<ul style="list-style-type: none"> • Academic Calendar Week 2 • Introduction Session • A series of 5 Lectures outlining specific areas highlighting connection to assessment task • Series of 5 subsequent Seminars to allow students to discuss ideas, information gathered under topic in hand • Tutorial Feedback and to provide personalised feed forward 	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Use qualitative and quantitative information to provide solutions in project management.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1	x		

9	Breakdown Learning and Teaching Activities	
Learning Activities		Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		32
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		128
Private Study (PS) includes preparation for exams		40
Total Study Hours:		200