

Module Specification

Module Summary Information

1	Module Title	Business Foundation
2	Module Credits	20
3	Module Level	4
4	Module Code	BUS4061

5	Module Overview
<p>The aim of this module is to enable students to explore the operational activities of a business through its value chain from its suppliers to its customers by utilising activities that draw on the themes of problem-based learning, employability, reflection and professional development.</p> <p>This module's approach provides you with the opportunity to enhance the employability skills of: working with and summarising written and numerical data; identifying and evaluating options; negotiation, selling and presentational skills; accepting responsibility and setting deadlines both individually and within a team; delegating tasks where required.</p>	

6	Indicative Content
<p>The module content will include:</p> <ul style="list-style-type: none"> • An introduction to the internal and external environment • Sources of information for research • Reflection – how to do it and use it within the assessment • The functional areas of marketing, operations, and finance within a given organisation • What is business value creation • Business input and output analysis • Team working and managing teamwork • Supply chains and operations management • Finance – cash-flow and break even analysis • Mission, vision and strategy • Creativity in business • Customer relationship management • Personal development 	

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	Explain the complimentary roles of the key functional areas of marketing, operations, and finance within a given organisation.
	2	Describe how a business creates value from its inputs through to its outputs.
	3	Reflect on personal academic and professional development needs.
	4	Apply key transferrable skills to experiential business situations.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-4	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		36
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		60
Private Study (PS) includes preparation for exams		104
Total Study Hours:		200