

Module Specification

Module Summary Information

1	Module Title	Business Management
2	Module Credits	20
3	Module Level	7
4	Module Code	BNV7131

5	Module Overview
<p>This module seeks to provide students the opportunity to critically examine and analyse topical business management issues in a construction organisational context. Through business management techniques and contemporary case studies, students will explore strategic and operational business issues in the construction environment such as economics, accounting and finance, market development, corporate social responsibility, resource and knowledge management, etc. This module develops students' contextual awareness and competencies in business management so that they can better manage their projects and are ready to progress in their career.</p> <p>Teaching will be based on weekly lectures, supplemented with seminars / workshops during which the students will work in group and present their findings in respect of scenarios / case studies. As an integral part of the teaching and learning of this module, students will work in group on the Enginuity Construction Business Simulation, in which students will form and manage a virtual construction company, and apply what they have learned into their group task.</p> <p>The learning and teaching of this module will contribute very positively to the following aims of this course programme:</p> <ul style="list-style-type: none"> • <u>Pursuing Excellence</u>: Enable students to become capable, creative, reflective and critical construction project management professionals • <u>Practice-led, knowledge-applied</u>: Cultivate students' problem-solving skills through real-life cases and facilitate students develop a systematic understanding and a critical awareness of the problems, issues and opportunities in the construction project management practice • <u>Interdisciplinary</u>: Improve students' awareness and appreciation of the conflicting interests within construction projects and the political, social, cultural, economic, technological, environmental, legal and organisational factors involved • <u>Employability-driven</u>: Develop students' professional competences and prepare them for employment opportunities and career development within a global construction industry • <u>Internationalisation</u>: Expose students to good construction practices in different countries and encourage intercultural experience and collaboration to foster a strong global perspective. 	

6	Indicative Content
<p><i>This section covers indicative subject matter only.</i></p> <ul style="list-style-type: none"> • Introduction to Enginuity • Construction organisation and its strategy • International construction • Company performance / KPI • Financial analysis and accounting • Marketing and business development • Bidding Strategy 	

- Resource management
- Professional ethics / Corporate social responsibility
- Knowledge management

7 Module Learning Outcomes	
On successful completion of the module, students will be able to:	
1	Identify and interpret the main construction business topical issues from a range of relevant sources.
2	Evaluate alternative strategies available to an organisation to deal with the changing business environment within the construction industry.
3	Assess and apply a variety of tools and techniques to analyse topical business issues.
4	Work effectively within a group.

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	72
Private Study (PS) includes preparation for exams	92
Total Study Hours:	200