



Module Specification

Understanding Business and Financial Information (Marketing, Events and Tourism)

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Part 1: Information

Module title: Understanding Business and Financial Information (Marketing, Events and Tourism)

Module code: UMADDN-15-1

Level: Level 4

For implementation from: 2022-23

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Accounting Economics & Finance

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Accounting and Finance

Module type: Standard

Pre-requisites: None

Excluded combinations: Understanding Business and Financial Information (Accounting, Economics and Finance) 2022-23, Understanding Business and Financial Information (Business, International and Management) 2022-23

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: This is an introductory accounting module for students studying marketing, events and tourism awards. The overarching aim of the module is to introduce non-accounting students to the basic concepts of accounting, finance and financial reporting. Within this context the module aims to enable students to read, prepare and evaluate financial information, to introduce students to the motivations for generating this information in relation to the needs of a variety of user groups and to encourage students to be aware of and to question current practice in financial reporting.

It is designed to inform non-accounting students of the type and validity of financial information currently produced in the UK and its relevance in relation to the wider business environment.

Outline syllabus: You will cover:

The role of accounting and the accountants in a variety of business organisations; users of accounting information, their needs and responsibilities and how accounting information, in its current format, aims to address these issues.

External financial reporting – basic principles, including regulation and responsibility. Measuring and reporting financial position including the significance and value of the concepts of capital, liabilities and assets.

Measuring and reporting financial performance including the concept of profit, its significance and value; comparisons of profit to cash flow.

How the statement of financial position and income statement interact.

The significance of cash flow and management of working capital; introduction to cash flow forecasts including cash flow spreadsheet modelling.

Adding the accruals concept to the cash flow forecast; the relationship of cash flow with other financial statements.

What happens when you have a company that is going concern.

Interpreting and evaluating financial statements, including ratio and trend analysis.

Further extensions to corporate reporting that aim to improve user information and understanding.

Sources of finance for a variety of business organisations and in particular for small businesses.

Part 3: Teaching and learning methods

Teaching and learning methods: Students will be asked to regularly reflect on their learning throughout the module. This will be encouraged by the use of formative testing in lectures, tutorials and online enabling students to assess progress and to evaluate their achievement of learning outcomes throughout the module. Students will be expected to read the relevant chapters of their core text prior to their structured contact time and to complete home study questions and tasks outlined in the module booklet as indicated by the detailed schedule of work. In addition, students are required to research a specified business sector for their January exam using online resources and relevant databases.

There will be 36 hours scheduled teaching time (3 hours a week for 12 weeks). In addition, students will be expected to spend further six hours a week in independent study reviewing lecture notes, suggested reading and preparing for seminars. The assessments will require a further 42 hours for work on coursework and revision for the final examination.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Identify, apply and explain the basic concepts of accounting and finance that underpin the preparation of financial information

MO2 Describe the role of the accounting function in a variety of business organisations and within this context the role of financial and management accountants

MO3 Identify the principal users of financial information, together with their respective interests and demonstrate how accounting information aims to meet the needs and interests of these users

MO4 Describe the key features of financial statements, explain their interrelationships, understand the difference between cash and profit, expenses and payments, and evaluate business performance using financial ratios and trend analysis

MO5 Identify how businesses are financed and evaluate the most appropriate finance options for different business organisations

MO6 Prepare simple income statements, statements of financial position and cash flow forecasts for non-complex organisations

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Written exam as 75% of total assessment of module
Coursework as 25% of total assessment of module

The assessment methods are chosen to assess the full range of students' skills and knowledge based on the learning outcomes above. Formative assessment and feedback opportunities are built into module delivery and in the form of tests provided for individual work on Blackboard.

Coursework:

The coursework will require to compile basic financial statements based on unique data for each student.

Exam: The end of module (online 24 hours) exam will include questions to test the student's knowledge and understanding and evaluative skills of topics covered in the module

Assessment components:

Online Assignment - Component B (First Sit)

Description: Individual coursework, preparation of financial statements based on unique student data electronically generated

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4, MO6

Examination (Online) - Component A (First Sit)

Description: Examination (24 hours 2,000 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Online Assignment - Component B (Resit)

Description: Individual coursework, preparation of financial statements based on unique student data electronically generated

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested:

Examination (Online) - Component A (Resit)

Description: Examination (24 hours 2,000 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing [Frenchay] BA (Hons) 2022-23

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Business and Events Management [Frenchay] BA (Hons) 2022-23

Business Management and Marketing [Phenikaa] BA (Hons) 2022-23

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

Marketing Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Business Management and Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons)
2022-23

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons)
2022-23

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons)
2022-23

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons)
2022-23

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2022-23

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2022-23

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2022-23

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2022-23

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] -
Withdrawn BA (Hons) 2021-22

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] -
Withdrawn BA (Hons) 2021-22

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Marketing Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons)
2021-22

Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-
22

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22

Business Management and Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22

Business Management and Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22