



MODULE SPECIFICATION

Part 1: Information			
Module Title	Understanding Business and Financial Information (Marketing, Events and Tourism)		
Module Code	UMADDN-15-1	Level	1
For implementation from	September 2013		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Accounting and Finance
Department	Accounting, Economics and Finance		
Contributes towards	BA (Hons) Marketing; BA (Hons) Marketing Communications; BA (Hons) Business Management with Marketing; BA (Hons) Business Management with Tourism; BA (Hons) Tourism Management;		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	Understanding Business and Financial Information (<i>variants</i>): UMAD4V-15-1 UMAD4U-15-1 UMAD4W-15-1		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description

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.

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

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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.

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.

Part 3: Assessment

Written exam as % of total assessment of module: 75 %

Coursework as% of total assessment of module: 25 %

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 (2 hour) exam will include questions to test the student's knowledge and understanding and evaluative skills of topics covered in the module

Identify final timetabled piece of assessment (component and element)	Component A (Exam)	
% weighting between components A and B (Standard modules only)	A: 75%	B: 25%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Examination (2 hours)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Individual coursework, preparation of financial statements based on unique student data electronically generated	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Examination (2 hours)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Individual coursework, preparation of financial statements based on unique student data electronically generated	100%	

Part 4: Learning Outcomes & KIS Data																					
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Identify, apply and explain the basic concepts of accounting and finance that underpin the preparation of financial information. (A, B) • Describe the role of the accounting function in a variety of business organisations and within this context the role of financial and management accountants. (A) • 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. (A) • 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. (A, B) • Identify how businesses are financed and evaluate the most appropriate finance options for different business organisations. (A) • Prepare simple income statements, statements of financial position and cash flow forecasts for non-complex organisations (A,B) 																				
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																				
Total Assessment	<table border="1"> <tbody> <tr> <td colspan="2">Total assessment of the module:</td> </tr> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">75%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">25%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td colspan="2" style="text-align: center;">100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	75%	Coursework assessment percentage	25%	Practical exam assessment percentage	0%	100%											
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Reading List	Reading list link https://uwe.rl.talis.com/search.html?q=umaddn-15-1																				

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First Approval Date (and panel type)	QMAC - December 2011			
Revision CAP Approval Date	17 April 13	Version	1.1	
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>			2	<i>Link to RIA</i>