Module Specification

Business Management Fundamentals

Version: 2024-25, v1.0, 05 Jun 2024

Contents

Part 1: Information

Module title: Business Management Fundamentals

Module code: UFCE8Q-30-1

Level: Level 4

For implementation from: 2024-25

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Computing and Creative Technologies

Partner institutions: None

Field: Computer Science and Creative Technologies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The module combines Introduction to business fundamentals with basic statistics needed for the business.

Features: Not applicable

Educational aims: In addition to the Learning Outcomes the educational experience may explore, develop, and practise but not formally discretely assess the following:

Progression to independent learning

Awareness of appropriate professional literature

Working with others

Outline syllabus: The first aspect of the curriculum will focus on:

Introduction to business management; Definition, scope, challenges, opportunities and importance of business management. Planning and organisation: Decision-making and problem-solving; Types of plans: strategic, tactical, and operational; Strategic management; process and analysis. Introduction to business analytics; Using spreadsheets for planning and organizing; Leadership styles and theories; Different types of organizational structures. An introduction to business ethics.

The second aspect of the syllabus will focus on: Basics of statistics including: types of data, exploratory data analysis, methods of exploring, summarising and illustrating data. Hypothesis testing, correlation and simple linear regression.

Part 3: Teaching and learning methods

Teaching and learning methods: The first aspect will be delivered through lectures and group discussion by module tutor. Discussion and collaborative learning tasks on business case studies, and real-life examples to illustrate concepts of business strategy and make them more relatable to students. This will be supported by teaching materials on the VLE.

The second aspect will be delivered through lectures and computer workshops which will include the use of statistical software
Typically the scheduled teaching hours take the form of: Whole group lectures, used to deliver new material. Computer labs where consolidation of previous material via the use of statistical software, e-Assessments and through the completion of analysis templates.

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

MO1 Understand the importance of business organisational structures and their impact on efficiency and effectiveness.

MO2 Apply critical thinking skills to analyse real-world business management scenarios and follow business ethics.

MO3 Identify, execute and evaluate appropriate statistical analyses using statistical software.

MO4 Communicate the results and conclusions of statistical analyses in a suitable manner.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://rl.talis.com/3/uwe/lists/2F2DC261-1F3B-BF42-3DBB-16F63F9BF939.html?lang=en-GB&login=1

Part 4: Assessment

Assessment strategy: In the first part, students will be assessed on their ability to understanding of key concepts, critical thinking abilities, and applying practical application of business management principles and ethics.
Students will be expected to analyse, discuss and applying theoretical knowledge to real-world business situations.

In the second part, assessment will consist of a suite of e-Assessments that assess students' understanding of statistical concepts and techniques together with their ability to apply them.

The resit strategy is the same as the first sit.

Assessment tasks:

Case Study (First Sit)

Description: Case study analysis with a maximum of 2000 words.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Practical Skills Assessment (First Sit)

Description: e-Assessment(s)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4

Case Study (Resit)

Description: Case study analysis with a maximum of 2000 words.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Practical Skills Assessment (Resit)

Description: e-Assessment(s)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Computing [Frenchay] BSc (Hons) 2024-25

Business Computing {Foundation} [Frenchay] BSc (Hons) 2023-24