Module Specification

Business Management Fundamentals

Version: 2026-27, v2.0, Approved

Contents

Part 1: Information

Module title: Business Management Fundamentals

Module code: UFCE8Q-30-1

Level: Level 4

For implementation from: 2026-27

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: This module will equip students with a comprehensive understanding of core business management principles and analytical techniques, enabling them to make informed, data-driven decisions and apply ethical

management approaches in diverse business contexts.

You will explore how businesses are managed effectively through planning, leadership, and ethical decision-making in real-world organisational contexts. As well as how statistical analysis and data-driven techniques inform business decisions and solve practical management challenges

In addition to the Learning Outcomes the educational experience may explore, develop, and practise progression to independent learning and working with others

Outline syllabus: Topics are likely to include but not limited to:

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. Leadership styles and theories; Different types of organisational structures. An introduction to business ethics.

Essential statistical literacy and analytical skills required for evidence-based business decision making

Introduction to business analytics; spreadsheets basics of statistics including: types of data, exploratory data analysis, methods of exploring, summarising and illustrating data.

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 Virtual Learning Environment (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; and computer labs, used to consolidate previous material via the use of statistical software, 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://uwe.rl.talis.com/modules/ufce8q-30-1.html

Part 4: Assessment

Assessment strategy: In the first part, students will be assessed on their understanding of key concepts, critical thinking abilities, and practical application of business management principles and ethics. Students will be expected to analyse, discuss, and apply theoretical knowledge to real-world business situations. Throughout the module, formative assessments such as case study discussions,

peer feedback sessions, and practice scenarios will provide ongoing feedback to support student learning and development.

In the second aspect, assessment will consist of evaluations that measure students' understanding of statistical concepts and techniques together with their ability to apply them. Regular formative assessments, including practice problem sets and in-class exercises will be used to monitor student progress and identify areas requiring additional support before summative evaluation.

The resit strategy is the same as the first sit.

Assessment tasks:

Poster (First Sit)

Description: Individual defended poster presentation (15 mins)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Set Exercise (First Sit)

Description: Student walkthrough of approach to problem-solving.

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4

Poster (Resit)

Description: Individual defended poster presentation (15 mins)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Set Exercise (Resit)

Description: Student walkthrough of approach to problem-solving.

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 {Foundation} [Frenchay] BSc (Hons) 2025-26

Business Computing [Frenchay] BSc (Hons) 2026-27

Business Computing [Frenchay] BSc (Hons) 2026-27

Business Computing {Foundation} [Frenchay] BSc (Hons) 2025-26

Business Computing {Foundation} [GCET] BSc (Hons) 2025-26

Business Computing {Foundation} [GCET] DipHE 2025-26