



Module Specification

Introduction to Organisation, Enterprise and Management

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Part 1: Information

Module title: Introduction to Organisation, Enterprise and Management

Module code: UMCDKK-30-0

Level: Level 3

For implementation from: 2024-25

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Business and Management Cross-Disciplinary

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: Not applicable

Features: Not applicable

Educational aims: This module aims to introduce students to an understanding of the balance of theory and practice in contemporary business practice; an appreciation of the complexity of modern organisational environments and of the critical role of enterprise and innovation.

Students will be expected to practice their case study skills, engage in formative self-assessment and develop their communication and team working skills.

An understanding of the relevance of the disciplines of business and management to professional life will be assessed via 'Becoming A Professional' (UJUUL9-30-0).

Outline syllabus: The module will include the following topics:

External Environment and Organizational Culture

International Management

Entrepreneurship and Small Business Management

Fundamentals of Planning and Control

Fundamentals of Marketing

The Strategic Management Process

Fundamentals of Organizing

Organizational Change and Development

Human Resource Management

Essentials of Leadership

Part 3: Teaching and learning methods

Teaching and learning methods: There are three scheduled contact hours per week, timetabled as one one-hour session and one two-hour session. The module

runs over two semesters and there are 24 weeks of formal contact. In addition to the 72 hours of scheduled contact, staff hold Office Hours at least once a week, in which students can discuss any teaching and learning issues.

The teaching methods are designed to engage students and much of the scheduled class time will be spent in technology enhanced active learning (TEAL) rooms. Students will have a one hour session and a two hour session each week which will be used as a mix of lecture, seminar and workshop activity with an emphasis on active learning in groups. Independent and group learning will be encouraged through guided reading, discussion forums and individual and group workshop preparation, assignment preparation and feedback. Students will be encouraged to develop as reflective learners and to understand the importance of the UWE graduate attributes.

Extensive use will be made of Blackboard and Pebblepad for weekly guided independent study work; to support students' learning; to facilitate interactions between students e.g. for group project work, and as a repository for students' own work thereby promoting a sense of learning community.

In three of the 24 weeks, the scheduled time will be spent working on an integrative project across all four foundation year modules.

The module will work closely with Becoming A Professional UJUUL9-30-0 and part of the three hours of weekly scheduled time for that module will be spent in supporting students in skills development relevant to this module and in supporting students in reflecting on their learning in this module.

Introduction to Organisation, Enterprise and Management is 30 credit module. This equates to 300 hours of study. The following table provides a guide of how these hours might reasonably be spent by students in (1) attending scheduled classes (2) doing the preparatory for each week, and (3) preparing for assessment.

Independent learning includes hours engaged with essential reading, workshop preparation, assignment preparation and completion etc. Students will also spend

time weekly engaging with activity in Blackboard and on reflective portfolio tasks. Approximately 98 hours.

Assessment Students will spend time on group activities directed towards the group assessed presentation and in preparing and writing up the individual assessment tasks. Approximately 130 hours.

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

MO1 An understanding of organisations and markets and the language of business

MO2 An understanding of the nature of enterprise and its contribution to economic activity

MO3 The ability to communicate effectively in writing

MO4 The ability to work effectively in a team

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umcdkk-30-0.html) via the following link <https://uwe.rl.talis.com/modules/umcdkk-30-0.html>

Part 4: Assessment

Assessment strategy: The assessment methods are chosen to support student learning and to assess the full range of the intended learning outcomes. Formative assessment and feedback opportunities are built into module delivery.

A group presentation on a set topic (minimum 15 minutes), (40% of the module) - which will include a focus on the way the group organised themselves and will enable students to demonstrate their acquisition of group working skills as well as an understanding of either organisations, markets and the language of business or the nature of enterprise and its contribution to economic activity. Students will be expected to suggest and justify an allocation of the marks amongst the group and should be endeavouring to work in a way which will lead to an equal distribution of marks. This task will take place in semester two and students will be expected to draw on their experience of a similar task during semester one in Introduction to Law in a Social, Business and Global Context UMCDKK-30-0.

Individual portfolio comprised of two tasks - a plan (500 words) and an essay (1500 words) - focusing on the resources and skills needed to launch an innovative and enterprising project. This will enable students to demonstrate an ability to communicate effectively in writing including sourcing material, structuring the essay and of properly referencing the material (60% of the module).

Formative feedback is available to students throughout the module via workshop discussions and peer assessment. Prior to the final written assignment extensive revision sessions highlighting the assessment expectation and the essential criteria to be met will be given.

Assessment tasks:

Portfolio (First Sit)

Description: There will be two activities within the portfolio - part 1 - plan (500 words); part 2 - essay (1500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3

Presentation (First Sit)

Description: Group presentation (15 mins)

Weighting: 40 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO4

Portfolio (Resit)

Description: There will be two activities within the portfolio - Essay (1500 words) and self-evaluation (500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3

Presentation (Resit)

Description: An individual online presentation including reflection on the process of working as a group.

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Accounting and Finance {Foundation}[Frenchay] BA (Hons) 2024-25

Banking and Finance {Foundation}[Frenchay] BSc (Hons) 2024-25

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Management {Foundation} [Frenchay] BA (Hons) 2024-25

Criminology with Law {Foundation} [Frenchay] BA (Hons) 2024-25

Law with Criminology {Foundation} [Frenchay] LLB (Hons) 2024-25

Accounting and Business Management {Foundation} [Frenchay] BA (Hons) 2024-25

Criminology and Law {Foundation} [Frenchay] BA (Hons) 2024-25

Business Management and Economics {Foundation} [Frenchay] BA (Hons) 2024-25

Economics {Foundation} [Frenchay] BA (Hons) 2024-25

Banking and Finance {Foundation} [Frenchay] BSc (Hons) 2024-25

Economics {Foundation} [Frenchay] BSc (Hons) 2024-25

Accounting and Finance {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Management {Foundation} [Frenchay] BA (Hons) 2024-25

Law {Foundation} [Frenchay] LLB (Hons) 2024-25

Business Management and Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

International Business {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Human Resource Management {Foundation} [Frenchay] BA (Hons)
2024-25

Business Management and Leadership {Foundation} [Frenchay] BA (Hons) 2024-25

Accounting {Foundation} [Frenchay] BSc (Hons) 2024-25

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Law {Foundation} [Frenchay] BA (Hons) 2024-25

Law with Business {Foundation} [Frenchay] LLB (Hons) 2024-25

Business (Team Entrepreneurship) {Foundation} [Frenchay] BA (Hons) 2024-25

Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Accounting and Business Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Human Resource Management {Foundation} [Frenchay] BA (Hons)
2024-25

Business Management and Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

International Business {Foundation} [Frenchay] BA (Hons) 2024-25

Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Economics {Foundation}[Frenchay] BA (Hons) 2024-25

Business Management and Economics {Foundation} [Frenchay] BA (Hons) 2024-25

Law and Criminology {Foundation} [Frenchay] BA (Hons) 2024-25