



Module Specification

Business Decision Making for Management

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Part 1: Information

Module title: Business Decision Making for Management

Module code: UMCDN3-15-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Business and Management Cross-Disciplinary

Module type: Module

Pre-requisites: None

Excluded combinations: Business Decision Making for Marketing and Events
2023-24

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module will build upon Introduction to Business and Management and Introduction to Management and consider further the management role, while providing you with the opportunity to develop the business decision-making skills that are vital to how managers make effective and strategic decisions.

Features: Not applicable

Educational aims: The module will consider organisational goals and objectives, will consider what are managers, and the differences between managers, before considering what managers do, and what influences their decision making and effectiveness with a particular focus on the planning role as a crucial component of the strategic role of managers. Modules at level one, which explore alternative approaches to the management role such as leading, motivating, and controlling (this is explored further in Understanding Organisations and People and Contemporary Issues in Business) support this.

In addition, this module will introduce you to evidence-based decision-making in business, using numerical data to analyse business scenarios, and justify strategic approaches. The module will support you in developing numeracy skills for business, and developing skills that you will require when collecting your own primary data in your level 2 research project. You will also learn how to develop your findings into a business report format, developing skills in professional presentation and report writing.

Outline syllabus: You will cover:

The role of managers and the expectations placed on the work of the manager.

The expectations and practice of the management role.

The importance of planning in management decision making and strategy formation

Exploratory data analysis, summarising and illustrating data using Excel and appropriate charts.

Estimation and confidence intervals.

Hypothesis testing using a variety of parametric and nonparametric tests.

Introduction to correlation and regression.

Using decision making techniques; decision trees, linear programming.

Applying forecasting methods including time series.

Management planning tools; critical path analysis, Gantt charts.

Use of the above tools in creating a business report, and formatting and presenting this in a professional fashion.

Part 3: Teaching and learning methods

Teaching and learning methods: Scheduled learning

The module will comprise lectures, classroom tutorials and computer practicals and will make use of statistical computer package SPSS and spreadsheet Excel. Emphasis will be on the choice of analysis and on the interpretation and communication of results. Students will be encouraged to develop critical awareness, intuition and interpretive skills in the application of quantitative decision making procedures.

Independent learning

Includes hours engaged in prescribed reading, problem solving and in assignment preparation and completion. To prepare for assessment, students are expected to undertake self-directed learning in addition to the directed learning which supports taught classes.

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

MO1 Show a detailed knowledge and understanding of the basic concepts of quantitative decision making

MO2 Identify, perform, and draw conclusions from appropriate quantitative techniques to analyse data

MO3 Apply statistical packages and spreadsheets to aid problem solving

MO4 Apply these tools to a business issue pertinent to the student's chosen degree programme

MO5 Demonstrate an ability to use evidence based decision-making in addressing real world, practice-relevant issues

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/modules/umcdn3-15-1.html) via the following link <https://uwe.rl.talis.com/modules/umcdn3-15-1.html>

Part 4: Assessment

Assessment strategy: Task 1 consists of a suite of on line e-assessments that assesses competency with the methods taught in the course and will require the student to analyse bespoke data sets using SPSS and Excel. Formative feedback provided on line from these tests will allow students to develop their own analysis for task 2

Task 2 is an individual report exploring the role and function of managers. It will explore the importance of, and stages involved in planning as a manager before demonstrating the ability to perform this management function justifying a strategic decision based on analysis of a dataset that will be provided. Students have the option to link the theoretical analysis specifically to their programme of study.

For example, BA (Hons) Business and Human Resource Management students can use the dataset to justify a range of HR decisions (Pay, Recruitment, Training and Development.)

International Business students will be able to consider a range of issues such as Foreign exchange rate, International trade tariff, Country-level trade flow, GDP and national accounts, Foreign market condition analysis and Foreign market entry.

Assessment components:

Online Assignment (First Sit)

Description: Online Test Portfolio

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Report (First Sit)

Description: 1200 word report

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

Online Assignment (Resit)

Description: Online test

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Report (Resit)

Description: 1200 word report

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Management [Frenchay] BA (Hons) 2023-24

Business and Management [Villa] BA (Hons) 2023-24

International Business Management [Frenchay] BA (Hons) 2023-24

International Business Management {Split Delivery} [Frenchay] BA (Hons) 2023-24

International Business [Frenchay] BA (Hons) 2023-24

Business and Human Resource Management [Frenchay] BA (Hons) 2023-24

Business and Human Resource Management [Villa] BA (Hons) 2023-24

Business Management and Leadership [Frenchay] BA (Hons) 2023-24

Business and Management [NepalBrit] BBA (Hons) 2023-24

International Business {Foundation} [Frenchay] BA (Hons) 2022-23

Business and Management {Foundation} [Frenchay] BA (Hons) 2022-23

Business Management and Leadership {Foundation} [Frenchay] BA (Hons) 2022-23

Business and Human Resource Management {Foundation} [Frenchay] BA (Hons)
2022-23