



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Introduction to Organisation, Enterprise and Management		
Module Code	UMCDKK-30-0	Level	0
For implementation from	September 2017		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	FBL	Field	Business and Management Cross Disciplinary
Department	BBS: Business and Management		
Contributes towards	<b>B &amp; M</b> BA (Hons) Business and Management; BA (Hons) Business and HRM; BA (Hons) International Business; BA(Hons) Business Management and Leadership; BA (Hons) Business (Team Entrepreneurship); BA (Hons) Marketing; BA (Hons) Marketing Communications; BA (Hons) Business Management with Marketing; BA(Hons) Business and Events Management <b>AEF</b> BA (Hons) Accounting and Finance; BA (Hons) Business Management with Accounting and Finance; BA Economics; BSc (Hons) Economics; BA (Hons) Business Management with Economics; BA (Hons) Banking and Finance <b>LAW</b> LLB (Hons); LLB (Hons) Commercial Law; LLB (Hons) European and International Law; BA (Hons) Criminology and Law; LLB (Hons) Law with Criminology; BA (Hons) Criminology with Law; BA (Hons) Business and Law; LLB (Hons) Law with Business; BA (Hons) Business Management with Law;		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

## Part 2: Description

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

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

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.

### Part 3: Assessment

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.

**Component A** (40% of the module) - A group presentation on a set topic (minimum 15 minutes), 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.

#### Component B

**B1** - Essay Plan (500 words) – This task will take place in semester one and will require students to plan an essay and write up a paragraph which demonstrates the ability to reference both ideas and quoted text appropriately. This assessment addresses the task of sourcing material, structuring the essay and of properly referencing the material. Students will have had the opportunity to practice similar tasks in **Becoming A Professional**. It will enable students to demonstrate the ability to communicate effectively in writing and their understanding of either organisations, markets and the language of business (15% of the module)

**B2** - Individual written Assignment (minimum 1,500 words) – focusing on the resources and skills needed to launch an innovative and enterprising project. This will enable students to draw on their learning from component B1 and to demonstrate an ability to communicate effectively in writing. (45% of the module)

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

Identify final timetabled piece of assessment (component and element)	Component A1	
% weighting between components A and B (Standard modules only)	A:	B:
	40%	60%
<b>First Sit</b>		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Group presentation (15 mins)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Essay Plan (500 words)	25%	
2. Written Assignment (1500 words)	75%	

Resit (further attendance at taught classes is not required)			
Component A (controlled conditions) Description of each element	Element weighting (as % of component)		
1. An individual online presentation including reflection on the process of working as a group.	100%		
Component B Description of each element	Element weighting (as % of component)		
1. Written Assignment (2000 words)	100%		
Part 4: Teaching and Learning Methods			
Learning Outcomes	On successful completion of this module students will be able to demonstrate:		
	1. an understanding of organisations and markets and the language of business (A1, B1)		
	2. an understanding of the nature of enterprise and its contribution to economic activity (A1, B2)		
	3. the ability to communicate effectively in writing (B1, B2)		
	4. the ability to work effectively in a team (A1)		
	5. an understanding of the relevance of the disciplines of business and management to professional life (assessed via <b>Becoming A Professional</b> UJUUL9-30-0)		
The main focus is on the acquisition both of appropriate academic skills and of an awareness of the relevance to their future professional lives of the disciplines of business and management. The context for this is provided by an introductory study of the some of the main topics relating to organisations, management and enterprise.			
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.			
<table><tr><td>1. Attendance at <b>scheduled learning</b> activities: 72 hours</td></tr><tr><td>2. <b>Independent learning</b> includes hours engaged with essential reading, workshop preparation, assignment preparation and completion etc. Students</td></tr></table>		1. Attendance at <b>scheduled learning</b> activities: 72 hours	2. <b>Independent learning</b> includes hours engaged with essential reading, workshop preparation, assignment preparation and completion etc. Students
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	<p>will also spend time weekly engaging with activity in Blackboard and on reflective portfolio tasks. Approximately 98 hours</p> <p><b>3. Assessment</b> 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.</p>																																																											
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Reading List	<p>The following list is offered to provide an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.</p> <p>Zucchella, A., &amp; Scabini, P. (2007). <i>International Entrepreneurship: Theoretical Foundations and Empirical Analysis</i>. Palgrave Macmillan.</p> <p>Jones, G. R., (2007) <b><i>Introduction to business : how companies create value for people</i></b>. McGraw Hill</p> <p>Harrison, M. (2005). <i>An introduction to business and management ethics</i>.</p> <p>West, M.A. 2012, Effective teamwork: practical lessons from organizational research, 3rd edn. Wiley-Blackwell. Oxford.</p>																																																											

