



MODULE SPECIFICATION

Part 1: Information			
Module Title	Introduction to Business and Management		
Module Code	UMCDMW-15-1	Level	Level 4
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Business and Management Cross-Disciplinary
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	Introduction to Management 2020-21		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description	
<p>Overview: This module offers a key identity module for all BA (Hons) Business and Management students, a degree that covers a broad spectrum of business-related subjects. The module prepares students for their future study on a programme which allows them to develop a broad understanding of business organisations and provides them with subject-specific knowledge in areas such as markets, customers, finance, operations, communication, information technology and business policy and strategy.</p> <p>The focus of this module is the provision of a multidisciplinary view of business and management as part of a broad and comprehensive degree programme. The study of business and management is not a subject with clearly defined boundaries. It is necessary and helpful to appreciate the contributions that different disciplines have made to our understanding of organisational behaviour and management.</p> <p>Educational Aims: This module offers BA (Hons) Business and Management students an opportunity to develop knowledge of the foundations of business and management. This is an introductory course, which is designed to engage students with the key concepts, models, debates and problems in the study of BA (Hons) Business and Management. Developing this foundation is fundamental as it provides students with the ability to make clear connections between the subsequent study of specialised subjects as part of a generalist programme, providing broad knowledge of business and management; a distinct feature of this module in the context of the BA (Hons) Business and Management programme. For students, this module has three overarching aims, and these directly relate to the major themes that will be emphasised throughout the syllabus. The course aims to:</p> <p>Provide a comprehensive introduction to the key elements of the business organisation, and to competing</p>	

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theories and models of the firm and its environment, and to provide a critical perspective on the main functional areas of management

Build a foundation of knowledge on the different theoretical approaches to management and decision making

Develop analytical skills to identify the links between the functional areas in management, organisations, management practices and the business environment.

Furthermore, this module provides an accessible and comprehensive introduction to management of organisations in a globalised world. This is a module about the structure and management of businesses – what they are, how they operate, and ways to manage and organise work in businesses. It provides an overview of the main business functions and how they contribute to organisational success. The central purpose of the module is to provide a critical appreciation of a range of models for viewing, analysing, and attempting to manage businesses. The module is organised thematically with each week's teaching contributing to a holistic understanding contemporary theories of management, as well as contemporary management challenges such as managing in a hyper-competitive, global context, developing sustainable business practices and business ethics.

The students are likely to develop their careers in businesses. Moreover, much of theorising is geared towards helping future managers to consider the issues faced by businesses or sub-units within them more effectively. A considerable amount of the issues to be covered and discussed in this course will have managerial implications and should therefore be of interest to those who intend to pursue careers in a range of business functions. This horizontal integration of the various elements of the module will ensure that students are made aware of the linkages from theory to 'real-life' application to (individual) practice. The integration of becoming a professional as a strand of activity will assist in the placement application process at an early stage.

Outline Syllabus: The syllabus addresses the following key themes which are central to the study of BA (Hons) Business and Management providing a foundation for students future study:

Introduction to the foundations of business and management:

The nature of contemporary and study of business and management; a multidisciplinary approach

Introduction to core business functions and the role of generalist management

The different types of managers and the roles and work undertaken by managers

The contemporary nature of management

Rise of Big Business

Chandler on the rise of big business

Problems of control and coordination in organizations

Introduction to the historical development of organising businesses:

Scientific Management (Taylor's principles of scientific management, roles of managers and labour)

Bureaucracy (Power versus authority, Weber's ideal type of authority, bureaucracy as an ideal type)

Contemporary forms of organising (human relations school, post-bureaucracy)

Designing organisational structure:

Elements of formal structure

Alignment of organization and environment (organic and mechanistic structures)

Understanding Critical Issues in Contemporary Management:

Globalisation and the Global Manager

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Ethics, Sustainability and Corporate Social Responsibility

Strategic Management, Knowledge Economies and Organisational Performance

The Centrality of IT and Digital Business:

Computer Mediated Technology in Business

Technological Tools and Support for Managers

Digital Business as a driver of innovation and growth

Understanding Generalist Management as a Profession and the importance of Business and Management:

Reflective practices and professional attitudes

Planning time and resources

Management, Careers and Employability

Teaching and Learning Methods: Scheduled learning Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week over 12 weeks. This will be a combination of lectures and seminars.

Independent learning includes approximately 115 hours engaged with essential reading, tutorial preparation completion of coursework assignments and exam revision.

Extensive use will be made of Blackboard for 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. Students will also be directed towards the University Library online Study Skills resources for the development of skills appropriate to the level and style of the module. In addition a number of e-learning resources will also be used, including:

The MySkills Study Skills website

Skills4study (s4s) as part of the MySkills resource (academic reading and note making; Critical thinking; Academic writing; Referencing and plagiarism)

iSkillzone

Part 3: Assessment

There are two components to the summative assessment for this module:

COMPONENT A:

Consists of (i)

Personal Development Portfolio, which consists of a series of learning tasks plus a reflective commentary in which students reflect on the experience and processes of the module and summarize their learning.

(ii)

An Online Multiple Choice Academic Skills Test

COMPONENT B:

Individual Project Report exploring an integrative, multidisciplinary approach to understanding business and

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management requiring students to reflect on the role and contribution of a range of organisational functions in a contemporary global business context (1500 words).

First Sit Components	Final Assessment	Element weighting	Description
Report - Component B	✓	40 %	Individual project report (1500 words maximum)
Portfolio - Component A		48 %	Individual Becoming a Professional (portfolio) (1600 words maximum)
Examination (Online) - Component A		12 %	The assessment is for the Online Academic Skills Multiple Choice Test.
Resit Components	Final Assessment	Element weighting	Description
Report - Component B	✓	40 %	Resubmission of Report (1500 words maximum)
Portfolio - Component A		60 %	Resubmission of Portfolio (1600 words maximum)

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	
	Demonstrate an understanding of the cross-disciplinary nature of the study of Business and Management	MO1
	Contextualise the purpose and process of the generalist management function in a contemporary global business context	MO2
	Have a thorough understanding of contemporary business and organisations, and an overview of the main disciplines and functions of business and their contribution to organisational success	MO3
	Be able to describe and understand the nature of contemporary organisations and business activities, i.e. their management structures and challenges; and the changing environment in which these organisations operate	MO4
	Develop an awareness of what it means to be a management professional and start to build their professional identity as Business and Management generalists with an awareness of the broad range of available career paths	MO5
	Understand the central role of information technology in shaping modern business practice and innovation	MO6
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36

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	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/umcdmw-15-1.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2020-21

Business Administration [Jan][FT][Northshore][3yrs] BSc (Hons) 2020-21

Business Administration [Jan][SW][Northshore][4yrs] BSc (Hons) 2020-21

Business and Management [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [Jan][FT][Villa][3yrs] BA (Hons) 2020-21

Business and Management [May][FT][Villa][3yrs] BA (Hons) 2020-21

Business and Management [Sep][FT][Villa][3yrs] BA (Hons) 2020-21

Business and Management [Jan][FT][Frenchay][3yrs] BA (Hons) 2020-21

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20