



Module Specification


Part 1: Basic Data					
Module Title	Foundations of Business Enterprise and Management				
Module Code	UINV8D-30-0	Level	0	Version	1
Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	Hartpury	Field	Sports Sciences		
Department	Sport	Module Type	Standard		
Contributes towards	BA (Hons) Equine Business Management BA (Hons) Equine Business Management (SW) BA (Hons) Sports Business Management BA (Hons) Sports Business Management (SW)				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	None		
Last Major Approval Date	V1 27 April 2017	Valid from	V1 01 September 2017		
Amendment Approval Date		Revised with effect from			

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of organisations and markets (B) 2. Use the language of business effectively in both writing and verbally (A,B) 3. Describe the nature of enterprise and its contribution to economic activity (B) 4. Construct an effective oral presentation to communicate ideas, including the use of appropriate presentation aids (A) 5. Discuss the relevance of the disciplines of business and management to professional life (A)
Syllabus Outline	<p>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 and develop their communication skills.</p> <p>The module will include the following topics</p> <ul style="list-style-type: none"> • External Environment and Organizational Culture • International Management • Entrepreneurship and Small Business Management • Fundamentals of Planning and Control • Fundamentals of Marketing • The oral presentation, construction and use of presentation aids including software.
Teaching and Learning Methods (and contact hours)	<p>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 and the use of case studies to contextualize this to the industries their programmes serve.</p>

The teaching methods are designed to engage students and scheduled sessions will include facilitated workshop time spent on practicing skills for assessment, future study and future employment. Students will have sessions which will be 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.

Key Information Sets Information

HEFCE require Key Information Sets (KIS) to be produced at programme level for all undergraduate programmes of more than one year in length. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.

Key Information Set - Module data				
<i>Number of credits for this module</i>				
				30
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	90	210	0	300
				

The table below indicates as a percentage the total assessment of the module which constitutes a -

- Written Exam:** Unseen written exam, open book written exam, In-class test
- Coursework:** Written assignment or essay, report, dissertation, portfolio, project
- Practical Exam:** Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	50%
Practical exam assessment percentage	50%
	100%

Reading Strategy

Essential reading
Any essential reading will be indicated clearly, along with the method for accessing it, e.g. students may be expected to purchase a set text, be given a study pack or be referred to texts that are available electronically, or in the Library. Module guides will also reflect the range of reading to be carried out.

Further reading
Further reading is advisable for this module, and students will be encouraged to explore at least one of the titles held in the library on this topic. A current list of such titles will be given in the module handbook and revised annually.

Access and skills
Formal opportunities for students to develop their library and information skills are provided within the induction period and student skills sessions. Additional support is available through online resources. This includes interactive tutorials on finding books and journals, evaluation information and referencing. Sign up workshops are also offered.

Indicative 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>Harrison, M. (Current edition) An introduction to business and management ethics: Palgrave Macmillan, UK.</p> <p>Jones, G. R., (Current edition) Introduction to business: how companies create value for people: McGraw Hill, New York, USA.</p> <p>West, M.A. (Current edition) Effective teamwork: practical lessons from organizational research. Wiley-Blackwell: Oxford, UK.</p> <p>Zucchella, A., & Scabini, P. (Current edition). International Entrepreneurship: Theoretical Foundations and Empirical Analysis: Palgrave Macmillan, UK.</p>
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Part 3: Assessment

Assessment Strategy	<p>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.</p> <p>A group presentation on a set topic will include presentation skills. 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, however marks will be adjusted to reflective individual input as required.</p> <p>The individual written assignment focuses on the resources and skills needed to launch an innovative and enterprising project. This will enable students to draw on their learning from formative assessment and to demonstrate an ability to communicate effectively in writing. To support this students will be encouraged to engage in formative activities and also an assessed assignment plan to provide supportive feedback to develop their project.</p> <p>In line with the Institution's commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the VLE.</p>
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Identify final assessment component and element	Oral Assessment	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1. Oral presentation (20 minutes)	100%	
Component B Description of each element	Element weighting	
1. Assignment plan (500 words)	20%	
2. Written assignment (2000 words)	80%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
1. Oral presentation (20 minutes)	100%	
Component B Description of each element	Element weighting	
1. Assignment plan (500 words)	20%	
2. Written assignment (2000 words)	80%	
<p>If a student is permitted a retake of the module under the Academic Regulations and Procedures, the assessment will be that indicated by the Module Specification at the time that retake commences.</p>		