

uwe hartpury

MODULE CODE:	UIN XJE-10-3	MODULE VERSION: 2.4
MODULE TITLE:	APPLIED BUSINESS MANAGEMENT	
LEVEL:	3	
UWE CREDIT RATING:	10	
ECTS CREDIT RATING:	5	
MODULE TYPE:	STANDARD	
OWNING FACULTY:	HARTPURY	
FIELD:	Animal and Land Sciences	
VALID FROM:	6 th August 2008	
DISCONTINUED FROM:		
PRE-REQUISITES:	None	
CO-REQUISITES:	None	
EXCLUDED COMBINATIONS:	None	

LEARNING OUTCOMES:

At the end of this module the student should be able to:

- A. *Knowledge and understanding*
 - 1. Demonstrate a knowledge and understanding of the environment within which small rural business management takes place (A);
- B. *Intellectual skills*
 - 1. Conduct accurate and contemporary appraisal and evaluation of current small business management
- C. *Subject/professional and practical skills*
 - 1. Plan and evaluate business activities within the limitation given by a portfolio and stated criteria (A);
 - 2. The ability to design a business plan for a small rural business (A);
- D. *Transferable skills and other attributes*
 - 1. Describe and comment verbally upon particular areas of current research, or equivalent advanced scholarship, in the discipline concisely within a high pressure environment (A);
 - 2. Apply the methods and techniques that they have learned to review, consolidate and extend their knowledge, understanding and ability (A);
 - 3. Communicate technical information effectively and confidently to a range of audiences (A);
 - 4. Manage own time and prioritise competing tasks in order to complete a set task by a given deadline;
 - 5. Demonstrate skills necessary for self managed and lifelong learning (e.g. working independently, time management and organisation skills);
 - 6. Display the potential for competence, behaviour and attitudes required in a professional career by identifying and working towards targets for personal, academic and career development.

SYLLABUS OUTLINE:

The following will be taught in the context of a small rural business:

Business organisation and its environment: analysis of industry sectors and related opportunities; entrepreneurship; small business development

Management theory in practice: management and leadership theories

Resource management: identification and appraisal of resources necessary to establish or maintain a business including sources of finance.

Marketing management: market trends analysis; CRM; communications mix

Human Resource Management: staff development and training, employment law

TEACHING & LEARNING METHODS:

A variety of learning strategies will be used which may include lectures, seminars, case studies, self-directed learning, and e-learning.

Essential Reading

It is essential that students read one of the many texts on research methods available through the Library. Module guides will also reflect the range of reading to be carried out.

Further Reading

Students are expected to identify all other reading relevant to their chosen research topic for themselves. They will be encouraged to read widely using the library catalogue, a variety of bibliographic and full text databases, and Internet resources. Many resources can be accessed remotely.

Access and Skills

The development of literature searching skills is supported by the Library seminar within the induction period and by the Graduate Development Programme at level three. These level three skills will build upon skills gained by the student whilst studying at levels one and two. Additional support is available through iSkillZone. This includes interactive tutorials on search skills and on the use of specific electronic library resources. Sign up workshops are also offered by the Library.

Indicative Reading List

The following list is offered to provide validation panels/accrediting bodies with 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 the module handbook.

Blackwell, E. (Current Edition) *How to prepare a Business Plan*. London: Kogan Page.

Johnson, G., Scholes, K. & Whittington, R. (Current Edition) *Exploring Corporate Strategy*. London: Prentice Hall.

Lewis, P., Thornhill, A. & Saunders, M. (Current Edition) *Understanding the Employee Relationship*. Harlow: Pearson Education Limited.

Golezen, G. & Reuvid, J. (Current Edition) *a Guide to working for yourself*. London: Kogan Page Limited.

Websites and databases:

www.businessballs.com

www.cipd.co.uk/default.cipd

www.bized.ac.uk

The above sources give an indication of the area of study involved. Although students may be directed to some specific titles, they will also be encouraged to identify other relevant material for themselves.

Module Name Applied Business Management
Module Code UIN XJE-10-3

ASSESSMENT

In line with the College's commitment to facilitating equal opportunities, a student may apply to the Learning Teaching and Assessment Committee (LTAC) 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 Virtual Learning Environment (VLE).

Weighting between components A and B (standard modules only) **A: 100%**
B: %

FIRST ATTEMPT

First Assessment Opportunity

Description of assessment elements

Component A	Type	Length	Element Weighting
1	Oral presentation of a small rural business plan (including questions)	30 minutes	100%

FIRST ATTEMPT

Second Assessment Opportunity

Further attendance at taught classes is not required

Description of assessment elements

Component A	Type	Length	Element Weighting
1	Oral presentation of a small rural business plan (including questions)	30 minutes	100%

SECOND (or subsequent) ATTEMPT

Attendance at taught classes is not required for a second or subsequent attempt

Specification confirmed by:



Role: Associate Dean

Date: 06 August 2008