Title of Module: An Introduction to Business

Code: BUSN06011	SCQF Level: 6 (Scottish Credit and Qualifications Framework)	Credit Points: 10	ECTS: 5 (European Credit Transfer Scheme)
School:	School of Business & Creative Industries		
Module Co-ordinator:	John Paul Guy Marney		

Summary of Module

This module critically explores foundational business degree knowledge within a global context. This module introduces the core concepts of business, giving students a foundational basis for progression to level 7. The topics cover a broad range of subject matter - exploring the organisational elements of a business, people management, marketing, operational problems, and organisational structures.

This includes how management of people can meet the objectives of business organisations (i.e. recruitment, motivation, relations) , how the market function enhances the effectiveness of business organisations (market research & mix, product portfolios, technology), how the operations function and business environment contribute to success (inventory, products, production), and a brief examination of objectives and internal structures of business organisations and the stakeholders who form a business' interest group (stakeholder theory, stakeholder interests).
This module will enable students to analyse the business environment and equip students with the tools to manage the various processes modern business' engage in and provide an underpinning for future modules to build upon.

Module Delivery Method

Face-To-Face	Blended	Fully Online	HybridC	HybridO	Work-based Learning
	✓		✓		

Face-To-Face
Term used to describe the traditional classroom environment where the students and the lecturer meet synchronously in the same room for the whole provision.
Blended
A mode of delivery of a module or a programme that involves online and face-to-face delivery of learning, teaching and assessment activities, student support and feedback. A programme may be considered "blended" if it includes a combination of face-to-face, online and blended modules. If an online programme has any compulsory face-to-face and campus elements it must be described as blended with clearly articulated delivery information to manage student expectations
Fully Online
Instruction that is solely delivered by web-based or internet-based technologies. This term is used to describe the previously used terms distance learning and e learning.
HybridC
Online with mandatory face-to-face learning on Campus
HybridO
Online with optional face-to-face learning on Campus
Work-based Learning
Learning activities where the main location for the learning experience is in the workplace.

Campus(es) for Module Delivery

The module will **normally** be offered on the following campuses / or by Distance/Online Learning:
(Provided viable student numbers permit)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
✓						

Term(s) for Module Delivery					
(Provided viable student numbers permit).					
Term 1		✓	Term 2		Term 3	

Learning Outcomes: (maximum of 5 statements)
On successful completion of this module the student will be able to:

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF Level 6. Appreciating what constitutes organisational structure and management (broad knowledge), marketing and people management
Practice: Applied Knowledge and Understanding	SCQF Level 6. Applying the understanding of the key areas of a business to address a set situation or a problem.
Generic Cognitive skills	SCQF Level 6. Presenting and evaluating arguments re business functions and leadership and management styles
Communication, ICT and Numeracy Skills	SCQF Level 6. Selecting and using a range of communication methods and information technology
Autonomy, Accountability and Working with others	SCQF Level 6. Taking responsibility for class group work and independent study whilst carrying out independent research and information gathering
Pre-requisites:	Before undertaking this module the student should have undertaken the following:
	Module Code:	**Module Title:**
	Other:	
Co-requisites	**Module Code:**	**Module Title:**

* Indicates that module descriptor is not published.

Learning and Teaching
This module will use a blended approach with two sessions being online and four being on campus, which will include a mix of lectures, workshops and tutorials.

Theoretical knowledge will be combined with practical examples to enable students to fully engage with the material.

Tutorials and workshops will be designed to help students digest the material and enhance their ability to absorb the knowledge and skills required to pass the module.

Assessment of this module will involve answering a multiple choice test which covers the various aspects of business covered in the module.

Support for this module and its components is provided by the provision of a dedicated website (within the University's Virtual Learning Environment also called AULA), PowerPoint slides, class discussions and a printed text which is available from a range of Professional publishing houses (often in a slightly different format) and the University's library

Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture/Core Content Delivery	9
Tutorial/Synchronous Support Activity	9
Asynchronous Class Activity	30
Independent Study	52
	100 Hours Total

**Indicative Resources: (eg. Core text, journals, internet access)

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:
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Coutts, L. (2020). Higher Business Management Course Notes: For SQA 2019 and Beyond. (2nd ed.).

Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook and made available via Aula.

(**N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Engagement Requirements

In line with the Academic Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the relevant learning platform, and complete assessments and submit these on time. Please refer to the Academic Engagement Procedure at the following link: Academic engagement procedure
Where a module has Professional, Statutory or Regulatory Body requirements these will be listed here:
In line with the Academic Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the relevant learning platform, and complete assessments and submit these on time. Please refer to the Academic Engagement Procedure at the following link: Academic engagement procedure

Where a module has Professional, Statutory or Regulatory Body requirements these will be listed here:
In line with the Academic Engagement and Attendance Procedure, students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on Aula, and complete assessments and submit these on time. Please refer to the Academic Engagement and Attendance Procedure at the following link: Academic engagement and attendance procedure

For the purposes of this module, academic engagement equates to the following:
It is expected that students will attend all scheduled classes or participate with all delivered elements as part of their engagement with their programme of study. Please refer to UWS Regulations

Supplemental Information

Programme Board	Management, Organisations & People
Assessment Results (Pass/Fail)	No
Subject Panel	Management, Organisation & People
Moderator	
External Examiner	
Accreditation Details	
Changes/Version Number	1

Assessment: (also refer to Assessment Outcomes Grids below)
Multiple Choice Test - 100%
(N.B. (i) **Assessment Outcomes Grids** for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An **indicative schedule** listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Handbook.)

Assessment Outcome Grids (Footnote A.)

Component 1			
Assessment Type (Footnote B.)	Weighting (%) of Assessment Element	Timetabled Contact Hours	
Combined Total For All Components	100%	0 hours	

Footnotes
A. Referred to within Assessment Section above
B. Identified in the Learning Outcome Section above

Note(s):

1. More than one assessment method can be used to assess individual learning outcomes.
2. Schools are responsible for determining student contact hours. Please refer to University Policy on contact hours (extract contained within section 10 of the Module Descriptor guidance note).
   This will normally be variable across Schools, dependent on Programmes &/or Professional requirements.

Equality and Diversity

This module will follow UWS policy for Equality and Diversity.
UWS Equality and Diversity Policy

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)