

Module Details	
Module Title	Introduction to Business Functions
Module Code	BIC3023-A
Academic Year	2022/3
Credits	10
School	UoB International College
FHEQ Level	RQF Level 3

Contact Hours	
Type	Hours
Directed Study	50
Lectures	50

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1
BDA	University of Bradford / Semester 2
BDA	University of Bradford / Semester 3

Module Aims
The overall aim of this module is to provide students with a basic introduction to the study of business and management by introducing them to the standard departments within a business, such as finance, marketing, and human resource management. The course covers the different types of businesses, business set-up, planning and financing of developments. The module will also explore considerations in marketing the company's products or services, the importance of issues around work, people in organisations and how businesses respond to and manage change.

Outline Syllabus

Types of business, ownership and organisation; starting a business and how a business may be financed.

Defining and classifying business organisations, contrasting and comparing organisations in the private, public and not-for-profit sectors.

Organisational structures, strategic planning, quality control.

HRM role and standard functions; managing change and resolving conflict in the workplace.

The marketing function within a business; marketing goals and structures and simple strategic analysis of the marketing environment.

Customer service and understanding buyer behaviour; market research and the positioning of products.

Pricing, distribution and marketing communications; marketing mix planning, the product life cycle and research into and development of new products; customer protection.

Learning Outcomes

Outcome Number	Description
1	Identify types of businesses and how they are financed.
2	Describe how businesses undertake strategic planning and how they respond to change.
3	Explain the functions of finance, human resource management and marketing.
4	Evaluate the factors that influence the effective marketing of a product, such as market research, positioning, pricing, and promotional activities.

Learning, Teaching and Assessment Strategy

Students will learn in small interactive groups (max 18 students) on learner-centred tasks and with a highly interactive approach to learning and teaching. During the module, formative assignments will be set to provide students with detailed and helpful feedback. The students will be encouraged throughout to reflect on their own performance and the feedback they receive informs sessions with their personal tutor. The personal tutor monitors student performance and supports suggestions for improvement. The personal tutor can draw the senior team's attention to a struggling student through the 'at risk' process.

Two modes of assessment are used in the summative assessment of student's progress on this module. For the first students work on a case study with a particular focus on the work of finance and HR teams within a business (LO2, LO3). This assessment tests the students' ability to look through various sources, select relevant information and organise this into appropriate responses to the questions posed. The second is an unseen examination assesses knowledge of business types, financial structures and has a focus on marketing and sales functions (LO1, LO4). This tests students' ability to recall relevant information and produce well-reason responses to the exam questions.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	A case study involving the work of finance and HRM within a business (1500 words)	40%
Summative	Examination - Closed Book	Unseen examination assessing business types, financial structures and a focus on a business' marketing & sales teams (2h)	60%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

© University of Bradford 2022

<https://bradford.ac.uk>