

Module Code: MOD008096	Version: 1	Date Amended: 13/Jul/2021
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1. Module Title
Introduction to Business

2a. Module Leader
Dr Leenkesh Ramlagun

2b. School
BL: ARU College

2c. Faculty
Faculty of Business and Law

3a. Level
3

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	N/A		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module will give you a foundation of the core theories, concepts and principals of Marketing, Economics, Accounting and Management. The module will instil an understanding of how businesses operate in different aspects, such as introducing the role of marketing, PEST and SWOT analysis, demand and supply for firms, profit maximisation rule, theories of motivation in workplace and more. In general, each week a new chapter will be introduced to you. The key techniques and their theoretical underpinning will be explained in lecture sessions and you will be expected to work on practical examples and case studies for discussion and clarification in tutorials.

6b. Outline Content

- Introduction to Marketing
- PEST and SWOT analysis
- Introduction to Economics, Demand and Supply analysis and market equilibrium
- Elasticities of Demand
- Cost, Revenue and Profit maximisation
- Introduction to Accounting, basic terms and income statement
- Foundations of work and organisation, theories of motivation

6c. Key Texts/Literature

The reading list to support this module is available at: <http://readinglists.anglia.ac.uk/modules/mod008096>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)

No.	Type	No. Type On successful completion of this module the student will be able to
1	Knowledge and Understanding	Demonstrate knowledge of fundamental terms and principals commonly used in business.
2	Knowledge and Understanding	Understand the position of marketing, management, accounting and economics in success of firms.
3	Intellectual, practical, affective and transferrable skills	Develop organisational skills for deadline submissions.
4	Intellectual, practical, affective and transferrable skills	Apply appropriate and effective methods of communication when working in a team.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Deliver
2022/2	F01CAM	Trimester 2	ARU Cambridge/ Chelmsford Campus	Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	None	None
Other teacher managed learning	48	1-4	4 hours per week x 12 teaching weeks
Student managed learning	102	1-4	Independent learning, including group work, revising what is taught during lectures and attempting tutorial questions.
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark
010	Coursework	1-4	50 (%)	Fine Grade	30 (%)
011	Coursework	1-4	50 (%)	Fine Grade	30 (%)
010/1- 1500 Words Individual Report			011/1- 20 minute Individual Powerpoint Presentation		

Assessment components for Element 010			
Component No.	Assessment Title	Submission Method	Components needed for Mark Calculation?
010/1	Assessment A: 1500 Individual Word Report	Online submission	50 %

Assessment components for Element 011			
Component No.	Assessment Title	Submission Method	Components needed for Mark Calculation?
011/1	Assessment B: 20 minute Individual Powerpoint Presentation	Online submission	50 %

In order to pass this module, students are required to achieve an overall mark of 40%.

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment of as specified above**
- (b) pass any pass/fail elements**