

Module code: MOD010776	Version: 3 Date Amended: 28/Oct/2025
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1. Module Title
How to do Business

2a. Module Leader
Andrea Di-Vetta

2b. School
School of Management

2c. Faculty
Faculty of Business and Law

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

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

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module equips you with essential business skills and knowledge to identify opportunities and develop and execute a successful product or service tailored to the uniquely challenging seasonal market. You'll explore core business concepts, including value proposition development, market research, marketing strategies, and budgeting whilst working as part of a team and building skills in leadership and decision-making in a dynamic business environment.

You'll learn to conduct industry-specific research, understand customer needs, and devise marketing strategies that respond to seasonal demand. You'll also develop SMART objectives and apply Effectuation Theory to guide decision-making in uncertain market conditions. Additionally, the module covers important aspects of business operations, such as event planning, regulations (e.g. for food products), and the ethical use of artificial intelligence (AI) in business contexts.

Throughout the module, you'll engage in team-building exercises, leadership development, and budget management while working collaboratively on your business plans. By the end of the course, you'll be ready to apply these skills in a real-world scenario, culminating in a seasonal market event where available where you'll pitch your product or service to a public audience, integrating all aspects of your learning.

6b. Outline Content

Concept of Value & Developing a Value Proposition

- Understanding the concept of value in business.
- How to develop a compelling value proposition for seasonal market products/services.

Understanding Industry & Requirements

- Conducting desk-based market research to understand the seasonal market context.
- Identifying industry-specific requirements, including regulations and customer demands.

Customer Needs & Market Strategies

- Identifying and analysing customer needs in the seasonal market.
- Formulating marketing strategies tailored to seasonal products and services.

Team Building & Group Roles

- Understanding team dynamics and the importance of roles in group projects.
- Building effective teams to execute business plans and strategies.

AI Skills & Academic Integrity

- Introduction to AI tools for market research, customer insights, and product development.
- Demonstrating academic integrity and applying ethical use of AI in academic work and business contexts.

SMART Objectives & Effectuation Theory

- Setting SMART objectives for business planning and market success.
- Introduction to Effectuation Theory for decision-making in uncertain environments.

Leadership & Ownership

- Exploring leadership styles and their role in market success.
- Understanding business ownership, regulations (e.g., for food products), and responsibilities.

Controlling Budgets & Financial Management

- Introduction to budgeting and financial management for a seasonal business.
- Strategies for controlling costs, maximizing profit margins, and managing resources.

Decision Making in Business

- Decision-making processes and frameworks.
- Practical decision-making tools and techniques for seasonal market businesses.

Event Planning & Business Regulations

- Planning for seasonal market events: logistics, customer service, and product promotion.
- Understanding regulations related to event planning, including health, safety, and food regulations.

Reflection on Strengths & Experiences

- Encouraging self-reflection on personal strengths, team dynamics, and learning experiences.
- Discussing how to apply these reflections to future business decisions.

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Identify and explain challenges and opportunities presented by the seasonal market environment and describe key strategies for developing a product/service tailored to this season;
2	Knowledge and Understanding	Demonstrate an understanding of key business concepts, including value proposition development, market research, customer needs, and marketing strategies, and explain how these concepts impact business decisions in the seasonal market;
3	Knowledge and Understanding	Demonstrate effective team working skills by collaborating on product development and marketing strategies in a group setting, managing different perspectives and tasks;
4	Intellectual, practical, affective and transferrable skills	Apply communication techniques to create a pitch for a seasonal market product/service and demonstrate the ability to present ideas to an audience
5	Intellectual, practical, affective and transferrable skills	Apply customer service principles in a seasonal market context, evaluate customer needs, and demonstrate customer service skills in real or simulated scenarios;
6	Intellectual, practical, affective and transferrable skills	Demonstrate academic integrity and apply the ethical use of artificial intelligence (AI) in their academic work, following ethical standards in research, analysis, and business applications

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2026/7	F01CAM	Trimester 1	ARU Cambridge 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	N/A	N/A
Other teacher managed learning	48	1-6	12 x 2-hour tutor-led workshops 12 x 2-hour student-led workshops
Student managed learning	252	1-6	Directed self-study in addition to reading and preparation.
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	1,4	0 (%)	Pass/Fail	100 (%)
'In-Class Test' – Vocal Pitch of Product (up to 30 minutes)					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Practical	2,3,5,6	100 (%)	Fine Grade	30 (%)
Multimedia Portfolio capturing the business plan, budgets, marketing materials, video and photo records of the market where applicable, and reflection on the module, up to 3,000 words equivalent					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment as specified above

(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]