**An Introduction to Business and Management**

**Course code:** 102341101

**Course name**: An Introduction to Business and Management

**Lecture Hours**: 64

**Credits:** 4

**Term(If necessary)**: the first term

**Course Description:**

This course provides a holistic perspective on how the various business disciplines function together to create value in business enterprises. This academically rigorous course will serve as a platform to introduce you to the broad cross-section of disciplines that constitute the study of markets, commerce, and leadership, while emphasizing ethical decision making throughout.

**Course Objective:**

1. To develop in students an enthusiasm for studying business and management.

2. To provide students with a sound knowledge of the key principles and concepts on which business, management and finance practice are based.

3. To make students aware of the role of corporate governance in organisations and the ethical issues faced by organisations and the individuals in them.

4. To gain a holistic understanding of business and organisations.

5. To encourage students to engage critically with theory, by generating creative solutions to business problems and issues presented as case studies and by evaluating theory in extended pieces of writing.

6. Students will also have opportunities to demonstrate the skills necessary to study effectively at Henley Business School, including decision making, problem solving, challenging assumptions and quantifying and managing information.

**Assessable Learning Outcomes:**

By the completion of this module students will be able to:

[1] To identify, describe, analyse and evaluate the general objectives of business and the context in which it operates.

[2] Describe and assess the functions and tasks that businesses perform in order to meet their objectives.

[3] Describe and discuss the nature, characteristics, advantages and disadvantages of different forms of business and organisational structure.

[4] Describe, analyse and evaluate the purpose of financial information produced by businesses, the role that the finance function plays in business and sources of finance available to businesses.

[5] Handle quantitative data in order to provide information suitable for management planning, decision making and control.

[6] Describe and explain the role that governance and ethics plays in the management of businesses and explain how a business might promote corporate governance, sustainability, corporate responsibility and an ethical culture.

[7] Describe and explain the impact on a business of the environment in which it operates.

[8] Apply the above knowledge and understanding to analyze and evaluate case based examples.

**Course Content:**

**Week 1:** **PART I Introduction to business**

Chapter 1 Enterprise and business functions

Chapter 2 Business sectors and types of business

Chapter 3 Franchises and co-operatives

Chapter 4 Business size, growth and external growth

**Week 2:** **PART II Business objectives and strateg**y

Chapter 5 Stakeholders

Chapter 6 Different stakeholder objectives and mission statement

Chapter 7 Strategy and implementation

Chapter 8 Business and contingency crisis management

**Week 3:** **National Day holiday**

**Week 4:**

Chapter 8 Contd.

Chapter 9 Different stakeholder objectives and mission statement

Chapter 10 Forecasting

Chapter 11 Decision making and conflicts in decision making

**Week 5:** **PART III External influences**

Chapter 13 The market including physical and non-physical markets

Chapter 14 Demand and supply and market forces

Chapter 15 The European Union, emerging markets and the global context

Chapter 16 International trade and free trade

**Week 6:**

Chapter 17 Political, social and ethical factors

Chapter 18 Economic factors: GDP and the business cycle

Chapter 21 Environmental and technological factors and external factors and

influences

Chapter 22 Causes and effects of change and managing change

**Week 7:** **PART IV Accounting and finance**

Chapter 23 Accounting and finance objectives and strategy

Chapter 24 Sources and finance

Chapter 29 Investment appraisal

Chapter 30 Budgets and variance

**Week 8:**

Chapter 33 Investment appraisal

Chapter 34 Budgets and variance

**Week 8: PART V Human resource management**

Chapter 41 Organisation

Chapter 42 Communication

**Week 9:**

Chapter 43 Workforce planning, human resource objectives and strategy

Chapter 44 Recruitment, selection and trainning

Chapter 45 Appraisal and workforce performance

Chapter 46 Functions of management and leadership

**Week 10:**

Chapter 47 Motivation

**Week 10: PART VI Marketing**

Chapter 50 Marketing within a business environment

**Week 11:**

Chapter 51 Identifying customer needs: Market research

Chapter 52 Identifying customer needs: Market research analysis

Chapter 53 Customers and consumers and anticipating consumer needs

Chapter 54 Product

**Week 12:**

Chapter 55 Price

Chapter 56 Place

Chapter 57 Promotion

Chapter 58 External influences on marketing

**Week 13:** **PART VII Operating management**

Chapter 59 Operations management objectives and external influences

Chapter 60 Added value

Chapter 61 Innovation, research and development

Chapter 62 Methods of production

**Week 14:**

Chapter 63 Operations management objectives and external influences

Chapter 64 Added value

Chapter 65 Innovation, research and development

Chapter 66 Methods of production

**Week 15:**

Chapter 69 Location and logistics

Chapter 70 Internal and external quality standards

**Review**

**Course Evaluation:**

Grading in this class is based on the percentages listed below:

• Group Presentation. 10%

• Essay. 15%

• Midterm Exam 15%

• Final Exam 60%

**Textbook:**  Business for A Level includes AS Level by Andy Mottershead and Alex Grant, Judith Kelt, Hodder Education, 2015, ISBN: 978-1-4718-3615-2