

IB005-24 Foundations of Business

20/21

Department

Warwick Business School

Level

Foundation

Module leader

Vikki Abusidualghoul

Credit value

24

Module duration

20 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

N/A.

[Module web page](#)

Module aims

To provide a broad and integrated introduction to business that generates an interest in and enthusiasm for the study of business.

To present opportunities for development of a range of practical, presentational, personal, interpersonal and cognitive skills.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- 1 Investigating business - what is a business?
- 2 The importance of context and milieu for business development
3. Presentation skills
4. Identifying business opportunities and threats, both domestic and global

5. Business formats (franchises, owner-managers, business partnerships, conglomerates, multi-national corporations)
6. Business finance and the nature of commercial risk
7. Introduction to marketing, advertising and branding
8. Introduction to operations design and management
9. Business plans - marketing, operations and financial plans
10. People in business and the importance of networks for business growth
11. Business management and the role of incentives.
12. Leadership
13. Monitoring business performance
14. Business failure

Learning outcomes

By the end of the module, students should be able to:

- Explain the main aims and objectives of profit and not-for-profit organisations.
- Identify key stakeholders and their needs.
- Appreciate the impact of broader social, environmental and ethical influences on business activities.
- Detail a range of internal and external sources of short-term and long-term finance available to businesses.
- Appreciate the importance of working capital and liquidity to a business.
- Demonstrate a broad knowledge of organisational structures, functions of management, and styles of leadership as they relate to business.
- Recognise essential indicators of business failure and key responsibilities and procedures for dealing with business failure.
- Demonstrate a critical awareness of different forms of business and their impact on ownership, control and financing.
- Use relevant techniques (e.g. budgeting, break-even analysis, ratio analysis), and models (e.g. 4Ps) to create business (marketing, operational and financial) plans and review business performance.

Indicative reading list

Hall D, Jones R, Raffo C and Anderton A (2009) Business Studies (4th ed.) Pearson Education
Marcousse I (2007) Business Studies (2nd ed.) Hodder & Stoughton

Subject specific skills

Explore aspects of business activity and performance using quantitative and qualitative approaches.

Distinguish between primary and secondary research.

Perform SWOT analyses to identify key influences (e.g. economic activity, social and ethical factors, regulatory and legal issues, and market competition) within the business environment and understand their impact on the ability of a business to set prices and establish/maintain/develop its position within a given market.

Transferable skills

Demonstrate competent communication (written and oral), presentation, data analysis, time management, IT, peer-review and groupworking skills.

Study

Study time

Type	Required
Lectures	20 sessions of 1 hour (8%)
Practical classes	40 sessions of 1 hour (17%)
Private study	72 hours (30%)
Assessment	108 hours (45%)
Total	240 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A2

	Weighting	Study time
Student Participation (24 CATS)	20%	22 hours
Student participation (including peer review) and quality of contribution during the module.		
Individual Assignment (24 CATS)	40%	43 hours
Individual Presentation (24 CATS)	40%	43 hours

Feedback on assessment

Feedback via my.wbs.

Availability

Courses

This module is Core for:

- Year 1 of UIBA-N4N4 Undergraduate Accounting and Finance (with Foundation Year)
- Year 1 of UIBA-N20A Undergraduate Management (with Foundation Year)