

# IB005-15 Foundations of Business

**24/25**

**Department**

Warwick Business School

**Level**

Foundation

**Module leader**

Nicola Burgess

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

Multiple

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

N/A.

[Module web page](#)

### Module aims

To provide a broad and integrate introduction to business that consolidates prior learning and experience, and generates an interest and enthusiasm for the study of business.

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

- Business Fundamentals.
- Strategy, Vision and Mission.
- Modern Management.
- Value Propositions.

- Operations Management.
- Business in Practice Field Trip.
- Marketing Mix.
- Project Management.
- The X, Y and Z Generations at Work.
- Business Plans.

## Learning outcomes

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

- Demonstrate knowledge and understanding of organisations and the business environment in which they operate.
- Identify and discuss issues relating to operations, management, marketing and strategy.
- Analyse and evaluate the interplay between the organisation and its operations, management, marketing and strategy.
- Think critically in order to solve business problems.
- Analyse and evaluate business data and sources of information.

## Indicative reading list

Barrow, C., P. Barrow & R. Brown (2018) *The Business Plan Workbook: A step-by-step guide to creating and developing a successful business* (9th edn.), London: KoganPage.

Combe, C. (2014) *Introduction to Management*, Oxford: OUP

Hunt, V. et al. (2018) *Delivering through Diversity*, Available at:

<https://www.mckinsey.com/business-functions/organization/ourinsights/delivering-through-diversity>.

Paliszkiwicz, J. (2018) 'Trust: A Multifaceted Notion' in B. Kozłuch, S. J. Magala & J.

Paliszkiwicz (eds.) *Managing Public Trust*, Cham: Palgrave Macmillan 9-23

Slack, N. & A. Brandon-Jones (2019) *Operations Management* (9th edn.), Harlow: Pearson

Yaneva, M. (2018) 'Z Generation in Corporate Environment. How to Address it?' 27th International Scientific Conference on Economic and Social Development (Rome) p739-745

Young Entrepreneurs Forum (2016) *How To Write a Business Plan To Start Your Own Business*, Available online: <https://www.youtube.com/watch?v=Fqch5OrUPvA>

## Subject specific skills

Evaluate a vision, mission and enablers.

Differentiate between leadership and management activities of the past and present.

Analyse and suggest improvements for teams and organisational structures.

Write the value proposition and do a marketing mix review for a product or service.

Suggest improvements for a supply chain and restaurant's operations.

Create a business plan.

## Transferable skills

Demonstrate competence communication (written and oral), presentation, data analysis, time

management, digital literacy, peer-review and team-working skills.

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## Study

### Study time

Type	Required
Lectures	10 sessions of 2 hours (13%)
Seminars	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	72 hours (48%)
Total	150 hours

### Private study description

Private study.

### Costs

No further costs have been identified for this module.

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## Assessment

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

### Assessment group A1

	Weighting	Study time
Individual Assignment	50%	36 hours
Poster & Individual Presentation	40%	29 hours
Participation	10%	7 hours

### Assessment group R1

	Weighting	Study time
Individual Assignment	50%	
Poster & recorded presentation	50%	
Poster & recorded presentation (replaces Poster & Individual Presentation and participation)		

## **Feedback on assessment**

Feedback will be provided via my.wbs.

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## **Availability**

There is currently no information about the courses for which this module is core or optional.