

FP091-30 Foundations of Management

26/27

Department

Warwick Global Academy

Level

Foundation

Module leader

Jane Gilbert

Credit value

30

Module duration

25 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module introduces the core functions and principles of business, providing students with a broad understanding of how organisations operate in dynamic environments. It examines the key internal and external factors that influence business decision-making, including economic, social, technological, and ethical considerations. Students will explore the major functional areas of business—management, human resources, operations and marketing—while considering how these interact to achieve organisational goals. Particular attention is given to organisational behaviour, focusing on culture, motivation, and leadership, as well as to marketing principles and the development of effective business strategies. By the end of the module, students will be able to analyse the factors shaping business performance, explain the roles of different functional areas, and apply key concepts to practical case studies.

Module aims

The module aims to introduce students to a range of concepts within Business Management theory. Students will learn how to analyse the internal and external factors which impact a business and how to apply the theories to a business in preparation for undergraduate study.

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. Module Introduction including what is a business, business strategy, stakeholders and the role of different functions within business.
2. The organisational context including external and internal factors and how they impact on a business.
3. Individuals within an organisation including team working and leadership.
4. Developing new business strategies and marketing plans.

Learning outcomes

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

- Analyse the external and internal impacts on a business
- Interpret and analyse different types of data
- Explain the roles and responsibilities of individuals within a business when developing and implementing a business plan.
- Develop a suitable strategy and marketing plan for a business

Indicative reading list

[Reading lists can be found in Talis](#)

[Specific reading list for the module](#)

Interdisciplinary

Students will have opportunities to draw on knowledge and skills acquired within the different modules on their pathway.

International

All students are international, representing a wide range of cultural, linguistic, and educational backgrounds. They bring diverse experiences and perspectives, enriching discussion and supporting the development of intercultural awareness. Examples for analysis and evaluation are drawn from a variety of countries, ensuring that teaching and learning are embedded in an international context.

Subject specific skills

To develop students knowledge, their analytical skills and evaluation skills in relation to business, organisational behaviour and marketing and understand how these factors impact on business performance.

For students to be ready for undergraduate study.

Transferable skills

Analytical and evaluation skills.
Report writing skills.

Study

Study time

Type	Required
Seminars	25 sessions of 4 hours (33%)
Private study	140 hours (47%)
Assessment	60 hours (20%)
Total	300 hours

Private study description

Extra-class reading of books and articles in preparation for seminars. Home assignments.
Worksheets.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time	Eligible for self-certification
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Assessment component	Weighting	Study time	Eligible for self-certification
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Organisational Behaviour of a business	30%	18 hours	Yes (extension)
30% - Organisational Behaviour of a business (Group work)			

Reassessment component is the same

Weighting Study time Eligible for self-certification

Assessment component

Group presentation	40%	24 hours	No
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Students will prepare a group presentation based on their findings from the Business plan.

Reassessment component

Student to present findings from SA1			No
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Student will present findings based on SA1

Assessment component

People and Operations	30%	18 hours	Yes (extension)
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30% - People and Operations (Group work)

Reassessment component is the same

Feedback on assessment

Feedback via Tabula

Availability

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