

IB005-15 Foundations of Business

26/27

Department

Warwick Business School

Level

Foundation

Module leader

Haley Beer

Credit value

15

Module duration

10 weeks

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This is a core module for WBS Foundation Year students. It is not available to any other students.

[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

1. Finding Entrepreneurial Opportunities

2. Strategy, Mission, and Vision
3. Value Propositions
4. Marketing Mix
5. Business in Practice Field Trip
6. Operations Management
7. Measuring Performance and Impact
8. Poster Conference and Presentations
9. Management skills

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

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

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.

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (13%)
Seminars	10 sessions of 1 hour (7%)
Private study	47 hours (31%)
Assessment	73 hours (49%)
Total	150 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	Eligible for self-certification
Individual Assignment	60%	44 hours	Yes (extension)
Poster & Individual Presentation	30%	22 hours	No
Participation	10%	7 hours	No

Assessment group R2

	Weighting	Study time	Eligible for self-certification
Individual Assignment	60%		Yes (extension)
Individual Assignment	40%		Yes (extension)
Replaces poster/presentation and participation			

Feedback on assessment

Feedback will be provided via my.wbs.

Availability

Courses

Course availability information is based on the current academic year, so it may change.
This module is Core for:

- UIBA-N404 Undergraduate Accounting and Finance (with Foundation Year and Placement/Undergraduate Partnership Programme)
 - Year 1 of N4N7 Accounting and Finance (Foundation Year and Intercalated)
 - Year 1 of N404 Accounting and Finance (Foundation Year and Placement)
 - Year 1 of N405 Accounting and Finance (Foundation Year and UPP)
 - Year 1 of N403 Accounting and Finance (with Foundation Year)
- Year 1 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N220 Undergraduate International Management (with Foundation Year)
 - Year 1 of N220 International Management (with Foundation Year)
 - Year 1 of N221 International Management with Accounting (with Foundation Year)
 - Year 1 of N226 International Management with Chinese (with Foundation Year)
 - Year 1 of N223 International Management with Digital Business (with Foundation Year)
 - Year 1 of N224 International Management with Entrepreneurship (with Foundation Year)
 - Year 1 of N222 International Management with Finance (with Foundation Year)
 - Year 1 of N227 International Management with French (with Foundation Year)
 - Year 1 of N225 International Management with Marketing (with Foundation Year)
 - Year 1 of N228 International Management with Spanish (with Foundation Year)
 - Year 1 of N229 International Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
 - Year 1 of N20J Management (Foundation Year and Placement)
 - Year 1 of N20K Management (Foundation Year and UPP)
 - Year 1 of N23H Management with Digital Business (with Foundation Year and Placement Year)
 - Year 1 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
 - Year 1 of N23G Management with Finance (with Foundation Year and Placement Year)
 - Year 1 of N255 Management with Marketing (with Foundation Year and Placement Year)
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 1 of N20E Management (with Foundation Year)
 - Year 1 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 1 of N23M Management with Accounting (with Foundation Year)
 - Year 1 of N23E Management with Digital Business (with Foundation Year)

- Year 1 of N23F Management with Entrepreneurship (with Foundation Year)
- Year 1 of N23D Management with Finance (with Foundation Year)
- Year 1 of N252 Management with Marketing
- Year 1 of N254 Management with Marketing (with Foundation Year)
- Year 1 of N23P Management with Strategy and Organisation (with Foundation Year)