

IB3MT-15 Business in Action

26/27

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Richard White

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module is designed as a primer in business for students who have no previous experience in business studies. By the end of the module students will be able to analyse a company from the different perspective of strategy, finance and accounting, operations management and marketing.

The module involves looking at examples from business and providing practice in the different topics, enabling students to apply theory to real world situations and enter the world of work knowing how a business works.

This is an elective module designed specifically for non-WBS students. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision.

Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

[Module web page](#)

Module aims

The principle aims of this module:

1. To introduce students to a range of important functional areas within an organisation
2. To facilitate students' critical appraisal of the relative roles and functional relationships within an organisation
3. To support a process of critical reflection by students when considering the impact of strategic choices upon organisational outcomes.

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. Introduction:
Introduction to Business and Management
2. Strategy:
Introduction to 'strategy';
The application of strategic models to secure long-term organisational success
3. Marketing:
Introduction to 'marketing',
The role and function of marketing over the course of the customer/consumer journey
4. Financial Management:
Introduction to accounting and financial management;
Analysing management accounts to inform strategic decision-making
5. Operations Management:
Introduction to OM;
Appraising how businesses function on a daily basis
6. Other themes will include:
Working in Teams
Planning and organisation
Resolving conflict

Learning outcomes

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

- Reflect upon the role and purpose of a range of functional areas that exist within an organisation.
- Analyse a context and propose potential solutions to achieve given objectives.
- Reflect critically upon a course of action taken and appraise sources of both success and failure.
- Critically reflect upon the challenges of managing a multifunctional organisation.
- Differentiate and critically appraise the contribution that different business functions make to

the effective functioning of an organisation.

- Analyse a given business scenario and evaluate the relative strength and value of a range of strategic options.
- Critically appraise actions taken individually and collectively as a group, to identify causes of relative success and failure.
- Critically reflect upon their performance within the module and what they might do differently in future.

Indicative reading list

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

Interdisciplinary

This module is interdisciplinary by nature as students are not only required to explore the different business functions within an organisation but also how they interact and impact upon each other in the course business.

International

The main source of international content will come from the students taking the module as they are likely to include students from a range of nationalities, each bringing their unique perspective into the business arena.

Subject specific skills

Reflect critically upon a context to inform strategic decision making.

Reflect critically upon the value of working in teams and the challenges of working within and managing a team.

Present their written work in business-appropriate format.

Demonstrate how the application of theory and frameworks enables an understanding of how businesses generate value and how they capture value.

Transferable skills

Communicate effectively both orally and in writing in a business-appropriate manner.

Work effectively in a team to deliver mutually agreed goals

Demonstrate a growth mindset through critical reflection upon individual and team performance to identify areas for improvement.

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

Private study description

Directed reading; seminar preparation, 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 A1

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment	80%	58 hours	Yes (extension)

Reassessment component is the same

Assessment component

Group Presentation	20%	15 hours	No
Group Presentation (10 mins) + Report (1000 words)			

Weighting Study time Eligible for self-certification

Reassessment component

Individual Assignment

Yes (extension)

Feedback on assessment

Feedback will be provided via my.wbs.

Availability

Pre-requisites

There are no pre-requisites for this module but in relation to anti-requisites students must not have taken any other WBS modules that cover Accounting, Finance, Operations Management, Strategy or Marketing.

Anti-requisite modules

If you take this module, you cannot also take:

- IB368-15 International Business Strategy
- IB382-15 Project Management
- IB2D9-15 Finance in Practice
- IB152-15 Foundations of Marketing
- IB2BC-15 Business Operations Consulting
- IB133-15 Foundations of Accounting
- IB2D3-15 Accounting in Practice
- IB384-15 Supply Chain Management
- IB153-15 Foundations of Management
- IB3RR-15 Managing Risks and Building Resilience
- IB2D6-15 Marketing in Practice
- IB247-15 Process Excellence
- IB132-15 Foundations of Finance
- IB2D7-15 Management in Practice
- IB3D8-15 Corporate Strategy
- IB2D5-15 Entrepreneurship in Practice

Courses

This module is Optional for:

- Year 1 of UIOA-EEU Undergraduate EU Exchange
- UIOA-EOS Undergraduate Overseas Exchange

- Year 1 of UEOS Undergraduate Overseas Exchange
 - Year 1 of UEOS Undergraduate Overseas Exchange
- Year 1 of UIOA-EUS Undergraduate USA Exchange