IB9FB-30 Business in Practice

26/27

Department
Warwick Business School
Level
Taught Postgraduate Level
Module leader
Juan Lopez-Cotarelo
Credit value
30
Module duration
3 weeks
Assessment
100% coursework
Study location
University of Warwick main campus, Coventry

Description

Introductory description

The two weeks of Business in Practice will expose students to close-to-real life experience in leading a business function in an organisation.

Module aims

1. provide a deeper understanding of each key business function and allow students to apply learning in a simulated environment
2. understand role and purpose of each business function: Strategy, Marketing, Operations, Finance, HR and Innovation
3. experience leading a business function and manage interactions across business functions
4. learn personal skills, for example, decision making, sales, courageous conversations and creative problem solving
5. practice approaches in real-world role play activities (sales pitch and a client meeting)
6. learn how to evaluate personal performance in team work
7. learn to evaluate performance of business from various functional dimensions

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.

- Review of key business functions: Strategy, Marketing, Operations, Finance, HR and Innovation.
- Experience leading a business function in a simulated environment.
- Experience complex interactions and interplay across business functions.
- Gain personal skills, for example, decision making, sales, courageous conversations and creative problem solving.
- Perform real-world simulation activities (sales pitch and a client meeting).
- Evaluate personal performance in group work.
- Evaluate performance of business.

Learning outcomes

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

- Demonstrate a comprehensive understanding of the role of a firm's primary functions and their impact on performance.
- Demonstrate a comprehensive understanding of industry competition and industry dynamics.
- Critically appraise a variety of approaches to management.
- Reflect deeply upon and make sense of own behaviour and its impact on other people.
- Reflect upon and challenge concepts and models presented in the course and to be able to appreciate the way functions and industries impact on performance.

Indicative reading list

Reading lists can be found in Talis

Research element

Reflect deeply upon and make sense of own behaviour and its impact on other people.

Reflect upon and challenge concepts and models presented in the course and to be able to appreciate the way functions and industries impact on performance.

Subject specific skills

Define, frame and propose solutions to corporate problems.
Collect and analyse data on real organisations and interpret these data effectively and to develop credible solutions and recommendations.

Transferable skills

Demonstrate effective communication skills, including listening, questioning, playing back and voicing, feedback.
Time management skills.
Articulate personal strengths, weaknesses, motivations and values.

Identify clearly their personal approach to and style of managing.

Study

Study time

Type	Required
Lectures	17 sessions of 1 hour (6%)
Online learning (scheduled sessions)	(0%)
Other activity	28 hours (9%)
Private study	102 hours (34%)
Assessment	153 hours (51%)
Total	300 hours

Private study description

Private study to include preparation reading and assessment time

Other activity description

3 x 2.5hrs F2F workshops = 7.5 hrs
6 x 3.5 hours F2F tutor-supported simulation = 21 hrs
(Extra half hour added to 60% Assessment)

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 A4

Assessment component	Weighting	Study time	Eligible for self-certification
Individual Assignment 1	40%	61 hours	No
2,000 word individual assignment (Individual Reflection)			

	Weighting	Study time	Eligible for self-certification
Reassessment component is the same			
Assessment component			
Individual Assignment 2 4,000 word individual assignment (Business Analysis)	60%	92 hours	No
Reassessment component is the same			

Feedback on assessment

Feedback via my.wbs

Availability

Courses

This module is Core optional for:

- Year 1 of TIBS-N500 MSc in Marketing and Strategy
- Year 1 of TIBS-N1N3 Postgraduate Taught Business Analytics
- Year 1 of TIBS-N1F5 Postgraduate Taught Business and Finance
- Year 1 of TIBS-N1F1 Postgraduate Taught Business with Accounting and Finance
- Year 1 of TIBS-N1F2 Postgraduate Taught Business with Consulting
- Year 1 of TIBS-N1F3 Postgraduate Taught Business with Marketing
- Year 1 of TIBS-N1QG Postgraduate Taught Business with Operations Management
- Year 1 of TIBS-N1F4 Postgraduate Taught International Business (MINT)
- Year 1 of TIBS-G5N4 Postgraduate Taught Management of Information Systems and Digital Innovation