

MODULE:	BUSINESS MANAGEMENT
Semester:	I (Fall)
Stage:	II
Number of Credits:	4 semester credits / 6 quarter units
Theme:	Business Environment
Assessment Weighting:	40% Coursework, 60% Examination

INTRODUCTION

This module is designed to develop students understanding of the theoretical aspects of business operations and apply them to practical and creative situations. The module focuses on the recognition of the many components of business operations i.e. Human, technological, quality and environmental. It is also intended that the module focuses on the special skills and qualities required by individuals to complement their existing business skills. The module builds on knowledge gained in the various business disciplines of year one.

AIMS

The aims of this module are:

- To ensure students are aware of the personal and management skills needed for an approach to business management
- To build on students previous knowledge of business theory and concepts and to develop a practical application of them
- To acquaint students with best business practice
- To assist students in developing a practical and creative approach to the business environment
- To ensure that students are aware of the different but inter-related aspects of business

LEARNING OUTCOMES

On successful completion of the module students will be able to:

- Demonstrate a clear understanding of how business theory and practice co-exist
- Integrate previous research, communication and business skills and apply them to diverse business situations
- Demonstrate key managerial skills such as leadership, innovation, strategic / operational goal setting and risk management
- Differentiate between service related industries and manufacturing related industries

ASSESSMENT METHODS

Course work for this module will account for 40% the marks and may typically be presented in the format of case study analysis and individual written reports / essays.

The remaining 60% of the marks are allocated to an end of term examination on module completion.