Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

MODULE DIRECTORY

LEVEL 4

ACADEMIC DISCIPLINE OF BIRMINGHAM AND LONDON CAMPUS

BA (HONS) BUSINESS MANAGEMENT
BA (HONS) BUSINESS MANAGEMENT (ACCOUNTING & FINANCE)
BA (HONS) BUSINESS MANAGEMENT (MARKETING)
BA (HONS) BUSINESS MANAGEMENT (BUSINESS ANALYTICS)
BA (HONS) BUSINESS MANAGEMENT (HUMAN RESOURCES)

INSTITUTE OF INNER CITY LEARNING

2023-2024

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INTRODUCTION

This Module Directory includes all the modules for Level 4 within the Institute of Inner City Learning in the academic year 2023-2024.

This directory accompanies the Programme of Study Handbook, which will provide you with details of which modules you will be studying for your programme this year in the 'Programme of Study' section. This directory may include modules that are running on other programmes of study within your Academic Discipline/Institute. If you require assistance in identifying the modules for your programme of study, please contact the Programme Manager (whose name and contact details are provided in the accompanying Programme of Study Handbook), or the relevant Institute Office.

The University has made every effort to make the information as full and as accurate as possible, but you should note that minor changes in the organisation of modules between the planning stage and the actual teaching are inevitable. We shall try to keep any such changes to a minimum, and you will receive plenty of advance warning in the event of any alteration. We would also be grateful if you would let us know about any changes that you think might be helpful if introduced into future handbooks.

MODULES

Module Code	**LCBB4006**
Title	**Academic Skills**
Date	**21/11/2022**
Level	**4**
Credits	**20**
Pre-Requisites	

AIM(S)

- To help students develop study skills that can accelerate their learning in the undergraduate programme.
- To encourage the development of a reflective, active, positive approach to learning, and to take responsibility for their own learning.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- produce a fully referenced written work in a relevant topic which is well organised and makes use of appropriate academic writing style;
- produce written work which is well-organised, relevant and makes use of appropriate terminology and academic style;
- demonstrate good communication skills in written and oral form;
- demonstrate effective use of Information Technology (IT) as required but not limited to MS Word, MS Power Point, MS Teams, the internet;
- interpret and analyse a range of information beyond mere description in a critical way;
- work as a member of a team by cooperating with others, negotiating, listening to others in the group, sharing responsibilities/tasks and meeting deadlines.

INDICATIVE CONTENT

- Introduction to independent learning (identifying skills needed for higher education; transferable/employment skills).
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- Graduate level reading and note-taking.
- Identifying Learning resources through the library, as well as externally using reliable and relevant sources appropriate for the discipline.
- Researching skills.
- Referencing (The Harvard System).
- Developing awareness of critical thinking.

- Using feedback and reflection.
- Active learning- Using computers and e-learning to support learning (e.g., the VLE, Internet search techniques).
- Working effectively and appropriately with others.
- Time-management, organisation and motivation.
- Presentation – F2F and Virtual.
- Essay planning and academic writing.
- Examination strategies.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning	0	0%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Individual Written Report	1250 words	25%

Assessment Component 2
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Group Written Report	2750 words	75%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	**100%**

INDICATIVE READING LIST

Module Code	**LCBB4006**	
Module Title	**Academic Skills**	
Classification	**Reading List entry**	**Electronic***
Essential	Cottrell, S., (2019) The study skills handbook, 5th Ed., Red Globe Press: London.	☒
Essential	Saunders, M., Lewis, P., Thornhill, A., (2019) Research methods for business students, 5th Ed., Pearson: Harlow, England.	☒
Essential	Bradbury, A., (2006) Successful presentation skills. Kogan Page.	☒
Further	McMillan, K., (2012) The Study Skills Book. 3rd Ed., Pearson, Harlow, England.	☒
Further	Haber, J., (2020) Critical thinking. The MIT Press. London, England	☒
Further	Fairbairn, G., Winch, C., (2011) Reading, writing, and reasoning: a guide for students, 3rd Ed., Open University Press. Maidenhead, England	☒
Further	Godfrey, J., (2018) How to use your reading in your essays. Palgrave. London.	☒
Further	Oliver, P., (2012) Succeeding with your literature review: a handbook for students. McGraw-Hill, Berkshire, England.	☒

Module Code	LCBB4007
Title	Introduction to Business
Date	13/02/2023
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To introduce theories and concepts in modern businesses.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- explain the meaning of contemporary business and the different forms of organisations in the private, public, and voluntary sectors;
- understand the business context and organisational cultures for a successful business;
- explain the key business functions such as accounting and finance, marketing, human resource management to help run and grow a business;
- explain how the business is integrated with its business environment.

INDICATIVE CONTENT

- Definition of business organization.
- Business forms: Types of contemporary business organisations.
- Functions of business: accounting and finance (introduction of financial statement, reading and interpretation of financial statements), marketing (marketing a business in today's economy), and human resource (culture and diversity in the workplace).
- Major stakeholders in modern business.
- Business environment using the SWOT, PESTEL and PESTEL frameworks.
- Career Planning and getting a job with qualification in business studies.
- Business Ethics and Social Responsibility.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning	0	0%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1

(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting

Essay	1000 words	30%

Assessment Component 2
(Tick one)

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

Mode of assessment	Volume	Weighting
Group presentation	5 minutes per person in a group of 3-4 students	70%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	30%
Practical	70%
TOTAL	**100%**

INDICATIVE READING LIST

Module Code	LCBB4007	
Module Title	Introduction to Business	
Classification	**Reading List entry**	**Electronic ***
Essential	Needle, D. (2015). *Business in context: An introduction to business and its environment*. 6th ed. Boston: South-Western Cengage Learning.	☒
Essential	Wade, M. (2020). *Introduction to Business*. Seneca College, Pressbooks.	☒
Further	Nickels, W.G., McHugh, J.M. and McHugh, S.M. (2015). *Understanding Business.* 11th ed. New York, NY: McGraw-Hill Irwin.	☒
Further	Strydom, J.W. and Rudansky-Kloppers, S. eds. (2016). *Introduction to business management.* Oxford: University Press Southern Africa.	☒

Module Code	LCBB4008
Title	Introduction to Leadership & Management
Date	13/02/2023
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To introduce students to traditional and contemporary viewpoints on management and leadership and develop an understanding of the link between the two.

LEARNING OUTCOMES

Upon the successful completion of this module, students will be able to:

- identify key theories and perspectives of leadership and management from a range of contexts and diverse environments;
- understand and evaluate the various leadership styles, matching these to situational contexts;
- discuss the extent to which management and leadership styles contribute to organisational effectiveness within its ethics and values framework;
- demonstrate and debate the extent to which leadership and management behaviours impact an organisation's vision and mission.

INDICATIVE CONTENT

Key theories and perspectives of leadership and management

- Management theories (classical, contingency, and scientific).
- Concepts of Management and Leadership.
- Academic debates on similarities and differences between managers and leaders.

Leadership styles

- Various perspectives on leadership styles.
- Key theorists, as well as advantages and disadvantages of different leadership styles in specific situations.
- Personal experiences as leaders.
- Investigation of how leadership styles could change in the workplace.
- Situational and contextual nature of the underpinning theories.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning	0	0
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1
(***Tick one***)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Essay	1500 words	50%

Assessment Component 2
(Tick one)

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

Mode of assessment	Volume	Weighting
Group presentation	5 minutes per person	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	**100%**

INDICATIVE READING LIST

Module Code	**LCBB4008**	
Module Title	**Introduction to Leadership & Management**	
Classification	**Reading List entry**	**Electronic ***
Essential	Cole, G.A & Kelly, P. (2020). *Management Theory & Practice.* 9th ed. Andover: Cengage Learning.	☒
Essential	Mullins, L.J & Christy, G. (2016). *Management & Organisational Behaviour.* 11th ed. Upper Saddle River: Pearson.	☒

Essential	Northhouse, P.G. (2022). *Leadership: Theory & Practice.* 9th ed. London: SAGE.	☒
Further	Western, S. & Garcia, E. (2018). *Global Leadership Perspectives: insights and analysis.* Los Angeles: SAGE.	☒
Further	Yukl, G.A. & Gardner, W.L. (2020). *Leadership in Organisations.* 9th ed. Harlow: Pearson.	☒
Further	Waldman, D. C. and O'Reilly, C. (2019). *Leadership for Organizations*. 1st ed. California: SAGE.	☐
Further	Bass, B. (2008). *The Bass handbook of leadership: theory, research, and managerial applications*. 4th ed. New York: Free Press.	☐

Module Code	LCBB4009
Title	Understanding Organisational Structure and Culture
Date	13/02/2023
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To familiarise students with core concepts and processes related to management and organisation studies.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- discuss the relationship between structure, culture, and organisational performance;
- identify the essential nature of managerial work and the role of leadership.

INDICATIVE CONTENT

- An assessment of the general principles of organization design, structure, and culture, illustrated through practical examples and applications.
- A focus on managerial activities, behaviours, and actions.
- Theories of leadership and role of a leader within organisation.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning	0	0%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1
(Tick one)

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

Mode of assessment	Volume	Weighting
Individual presentation	5-7 minutes per person	50%

Assessment Component 2
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Individual report	1500 words	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	**100%**

INDICATIVE READING LIST

Module Code	**LCBB4009**	
Module Title	**Understanding Organisational Structure and Culture**	
Classification	**Reading List entry**	**Electronic***
Essential	Mullins, L.J & Christy, G. (2016). *Management & Organisational Behaviour.* 11th ed. Upper Saddle River: Pearson.	☒
Essential	Huczynski, A. and Buchanan, D.A. (2019). *Organizational behaviour.* 10th ed. Harlow: Pearson.	☒
Further	Robbins, S., and Coulter, M. (2020). *Management*, *Global Edition*. 15th ed. London: Pearson.	☐
Further	Cole, G.A & Kelly, P. (2020). *Management Theory & Practice.* 9th ed. Andover: Cengage Learning.	☒
Further	Edwards, W. (1954). 'The theory of decision making', *Psychological bulletin*, *51*(4), p. 380 - 417.	☒
Further	Buchanan, L. and O'Connell, A. (2006). 'A brief history of decision making,' *Harvard business review*, *84*(1), p.32. United States: Harvard Business School Press.	☒
Further	Richardson, K.A. (2008) 'Managing complex organizations: Complexity thinking and the science and art of management', *Emergence: Complexity & Organization*, *10*(2). New York: Thomson Reuters (Tax & Accounting) Inc.	☒

Module Code	LCBB4010
Title	Global Business Environment
Date	13/02/2023
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To provide the student with the knowledge and understanding of the complex and dynamic global environment in which the organisations operate.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- recognize the major forces shaping the global business environment;
- apply relevant business models (Porter's Diamond, Value Network, Five Forces, etc.) to the Global Business Environment;
- understanding micro-economic and macro-economic foundations, and different market structures and their influence on firm strategy;
- evaluate the reasons why organisations engage in international trade.

INDICATIVE CONTENT

- PESTEL and Porter's 5 Forces Analysis Frameworks in the assessment of the external business environment and competitive environment.
- Strategic management tools relevant such as Porter's Generic Strategies, Boston Consulting Group Matrix, Value Chain.
- Features of major regional trading groups, such as the European Union, NAFTA, G7, G20, United Nation, WTO.
- Levels and trends of global trade and business.
- Features of international trade, such as exchange rate, import/export regulations.
- Basic economic concepts, such as supply and demand, price elasticities, cost analysis.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning	0	0%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Essay	1500 words	50%

Assessment Component 2
(Tick one)

☒ **Written exam** ☐ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Online test	1 hour	50%

Assessment Summary

Activity type	Percentage
Written exam	50%
Coursework	50%
Practical	0%
TOTAL	**100%**

INDICATIVE READING LIST

Module Code	**LCBB4010**	
Module Title	**Global Business Environment**	
Classification	**Reading List entry**	**Electronic***
Essential	Morrison, J. (2017). *The Global Business Environment Challenges and Responsibilities.* 4th ed. London: Palgrave.	☐
Essential	Johnson, G. et al. (2017). *Exploring strategy : text and cases*. 11th ed. Harlow: Pearson Education Limited.	☐
Essential	Worthington, I., Britton, C. (2014). *The Business Environment.* 7th ed. Harlow: Pearson.	☐
Further	Palmer A., Hartley, B. (2012). *The Business Environment.* 7th ed. London: McGraw-Hill.	☐
Further	Atrill, P. and McLaney, E. (2019). *Accounting and finance for non-specialists.* 11th ed. Harlow: Pearson.	☐
Further	Daniels, D., Radebaugh, H., Sullivan, D. (2015). *International Business – Environments and Operations.* 15th ed. Harlow: Pearson.	☐
Further	Sloman, J., Hinde, K., Garratt, D. (2019). *Economics for Business.* 8th ed. Harlow: Pearson.	☐

Module Code	LCBB4011
Title	Community Engagement
Date	13/02/2023
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To identify the concepts and benefits of community engagement.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- understand the needs of local community groups;
- develop action plans for setting up community engagement initiatives;
- identify opportunities for improving community engagement;
- discuss the benefits of community-based research.

INDICATIVE CONTENT

- Community based learning.
- Researching the priorities of communities.
- Build a community network.
- Importance of open forms of communication.
- Barriers to Community Engagement.
- Project management.
- Time management.
- Creative problem solving.
- Reflection and learning styles.
- Verbal and non-verbal communication skills.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning	0	0%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Portfolio	4 elements, 3000 word equivalent	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	
TOTAL	**100%**

INDICATIVE READING LIST

Module Code	**LCBB4011**	
Module Title	**Community Engagement**	
Classification	**Reading List entry**	**Electronic***
Essential	Allen, J.A. (2019). *The Cambridge handbook of organizational community engagement and outreach*. Edited by J.A. Allen. Cambridge: Cambridge University Press.	☒
Essential	Moon, J. (2004). *A handbook of reflective practice and experimental learning: theory and practice*. UK: Routledge	☐
Essential	Day, G. (2006). *Community and Everyday Life*. UK: Routledge.	☒
Further	Gilchrist, A. (2009). *The Well-Connected Community, a networking approach to Community Development*. 2nd ed. Bristol: Policy Press.	☒
Further	Banks, S., Shaw, M. and Meade, R. (2016). *Politics, Power, and Community Development*. Edited by S. Banks, M. Shaw, and R. Meade. Bristol, United Kingdom: Policy Press.	☒
Further	Mayo, P. (2019). *Higher education in a globalising world Community engagement and lifelong learning*. Baltimore, Maryland: Project Muse.	☒
Further	Rochester, C., Ellis Paine, A., Howlett, S. (2012). *Volunteering and Society in the 21st Century*. Palgrave: Macmillan.	☒
Further	CTSA Community Engagement Key Function Committee Task Force (2011). *Principles of Community Engagement.* 2nd ed. NIH Publication. https://www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_508_FINAL.pdf	☒

Further	**Websites** Centre for Community Engagement Research https://www.gold.ac.uk/community-engagement-research/ Scottish Community Development Centre https://www.scdc.org.uk/ National Coordinating Centre for Public Engagement https://www.publicengagement.ac.uk/	☒