



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

MODULE DIRECTORY

LEVEL 4

ACADEMIC DISCIPLINE OF BA (Hons) BUSINESS MANAGEMENT

**INSTITUTE OF INNER-CITY LEARNING (IICL)
(LONDON CAMPUS)**

2022-2023

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INTRODUCTION

This Module Directory includes all the modules for Level 4 within the Academic Discipline of Business Management in the academic year 2022-2023.

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

BA (Hons) Business Management (Year 1) – Weekday

COMPULSORY MODULES			
Module Code	Module Title	Credits	Term
LCBB4004	Marketing Fundamentals	20	Term 1 (Oct - Dec)
LCBB4005	The Global Business Environment	20	Term 1 (Oct - Dec)
LCBB4006	Academic Skills	20	Term 1 (Oct – Dec)
LCBB4001	Accounting Fundamentals	20	Term 2 (Feb – April)
LCBB4002	Community Engagement	20	Term 2 (Feb – April)
LCBB4003	Introducing the Modern Workplace	20	Term 2 (Feb – April)
Credit Retrieval & Resit Term – No taught modules			Term 3 (June - Aug)

BA (Hons) Business Management (Year 1) – Weekend

COMPULSORY MODULES			
Module Code	Module Title	Credits	Term
LCBB4005	The Global Business Environment	20	Term 1 (Oct - Dec)
LCBB4006	Academic Skills	20	Term 1 (Oct - Dec)
LCBB4002	Community Engagement	20	Term 2 (Feb – April)
LCBB4004	Marketing Fundamentals	20	Term 2 (Feb – April)
LCBB4001	Accounting Fundamentals	20	Term 3 (June - Aug)
LCBB4003	Introducing the Modern Workplace	20	Term 3 (June - Aug)

Academic Skills

MODULE CODE: LCBB4006

TITLE: Academic Skills

DATED: 14/02/2021

LEVEL: 4

CREDITS: 20

JACS CODE: N200

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, including 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).
- 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, organization and motivation.
- Presentation - F2F and Virtual.
- Essay planning and academic writing.
- Examination strategies.

LEARNING AND TEACHING STRATEGY

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
Report	1250 words	25%

Assessment Component 2 (Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Group presentation	2750 words	75%

Assessment Summary

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

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, 5 th 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.	☒

Accounting Fundamentals

MODULE CODE: LCBB4001
TITLE: Accounting Fundamentals
DATED: 13/06/2018
LEVEL: 4
CREDITS: 20
JACS CODE: N400

AIM(S)

- To gain a broad understanding of the concepts, techniques, and methods, of modern cost accounting and the role it plays in business organisations.
- To enable the student to gain an understanding of the significance and use of financial information in business, and to provide the student with an understanding of the basic principles of accounting.

LEARNING OUTCOMES

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

- explain the nature, behaviour, and purpose of cost accounting, and apply cost accounting concepts, techniques, and methods to business transactions;
- review the basic principles of accounting, including the use of appropriate software;
- prepare financial statements from initial data, dealing with both routine and non- routine transactions, and analyse financial statements with confidence.

INDICATIVE CONTENT

- Accounting as a means of communication.
- Fundamental concepts of accounting.
- Accounting information systems.
- Introduction to double entry bookkeeping and the trial balance.
- The main financial statements – balance sheet, profit and loss account.
- Accounting for VAT, stocks, depreciation, disposals of fixed assets, accruals, and prepayments.
- The nature and purpose of cost accounting. Cost centres and cost units. Relationship between cost accounting and financial accounting.
- Cost classification, behaviour, and purpose. Elements of production and non-production costs. Nature of costs: fixed and variable; direct and indirect.

- Cost accounting techniques. Accounting for materials, labour, and overheads. Marginal and absorption costing. The concept of contribution. Breakeven point, margin of safety. Inventory valuation and profit determination.

LEARNING AND TEACHING STRATEGY

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	2500 words	50%

Assessment Component 2 (Tick one)

☒ Written exam ☐ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Written Exam: essay	120 minutes	50%

Assessment Summary

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

READING LIST

Module Code	LCBB4001	
Module Title	Accounting Fundamentals	
Classification	Reading List entry	Electronic*
Essential	Wood, F., (2015) MyAccountingLab with eText - Instant Access - for Frank Wood's Business Accounting, 13 th Edition.	☐
Essential	Dyson, J., (2010) Accounting for Non-Accounting Students, London, 8th Edition, FT Pitman Publications	☐
Essential	Ward A., Thomas, A., (2012) Introduction to Financial Accounting, 7th Edition, Mc Graw Hill Higher Education	☐

Further	Drury J., (1998) Costing: An Introduction, 4 th Edition London: Chapman Hall	☐
Further	Horngren C., Forster, G., (2014) Cost Accounting, a managerial emphasis, 15th Edition, London: Prentice Hall International	☐

Introducing the Modern Workplace

MODULE CODE: LCBB4003
TITLE: Introducing the Modern Workplace
DATED: 13/06/2018
LEVEL: 4
CREDITS: 20
JACS CODE: N200

AIM(S)

- To cultivate student knowledge, and understanding, of the nature of behaviour within organisations, through the application of a multi-disciplinary approach to the study of people at work.
- To comprehend concepts of organisational design, functions, and processes of management, as well as recognising the importance of 'management' as an integrating activity.

LEARNING OUTCOMES

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

- coherently analyse the relationship between structure, culture, people, and organisational performance;
- identify the essential nature of managerial work (in terms of both functions and processes), communicate the role of leadership, and furthermore, explain the variables that determine effective management and leadership;
- evaluate the behavioural approach to management, through understanding the factors that affect differences in individual behaviour.

INDICATIVE CONTENT

- Theoretical perspectives on organisation and management with a particular focus on the paradigm shift from transition, stability, predictability and order, towards flexibility, contingency and flux.
- An assessment of the general principles of organisation design, structure, and culture, illustrated through practical examples and applications.
- A focus on managerial behaviour and action, with an analysis of the elements that constitute effective managerial behaviour.
- Theories of leadership, with an emphasis on the pivotal importance of leadership ability within times of organisational change and transition.
- An introduction and overview of the behavioural science approach to the management of people within organisations
- Psychological theories and explanatory frameworks of individual behaviour, pertaining to:

- personality
 - perception
 - learning
 - attitudinal dispositions, namely: motivation, satisfaction and commitment
- The nature of work groups and teams

LEARNING AND TEACHING STRATEGY

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	2000 words	50%

Assessment Component 2 (Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay (Group Work – individual report)	1000 words per person	50%

Assessment Summary

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

READING LIST

Module Code	LCBB4003	
Module Title	Introducing the Modern Workplace	
Classification	Reading List entry	Electronic*
Essential	Mullins, L., (2016) Management and Organisational Behaviour 11th Edition, Pearson.	☐
Essential	Armstrong, M., Taylor, S., (2017) Armstrong's Handbook of Human Resource Management Practice, 14th Edition, Kogan Page	☐
Essential	Huczynski, A., Buchanan, D (2013) Organisational Behaviour (8th edition) Harlow: Pearson	☐
Further	Knights, D., Willmott, H., (2012) Introducing Organizational Behaviour and Management (2nd edition) Andover: South Western/Cengage	☐
Further	Boddy, D., (2011) Management: An Introduction (5th edition) Harlow: Pearson	☐
Further	Grey, C (2017) A Very Short, Fairly Interesting and Reasonably Cheap Book about Studying Organisations (4th edition) London: Sage	☐
Further	Martin, J., Fellenz, M., (2010) Organizational Behaviour and Management (4th edition) Andover: South Western/Cengage	☐

Community Engagement

MODULE CODE: LCBB4002
TITLE: Community Engagement
DATED: 13/06/2018
LEVEL: 4
CREDITS: 20
JACS CODE: N200

AIM(S)

- To provide a practical experience - to help prepare for employment and to understand the relationship of theory into practice.
- To allow the student to create, evaluate, apply, and assess ideas and solutions, it will also generate an increased awareness of personal skills and the importance of continuous learning and reflection.

LEARNING OUTCOMES

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

- understand and evaluate the concept of transferable skills, and how to adapt them to the requirements of an organisational setting (Organisational analysis and Reflective evaluation);
- evaluate concepts of community and of personal development, and ways of reviewing and extending interpersonal skills (reflective evaluation) applying theoretical concepts and creative problem solving to real situations (Praxis - theory to practice).

INDICATIVE CONTENT

- Theory into practice
- Project management
- Operations management
- Time management
- Creative problem solving
- Reflection and learning styles
- Verbal and non-verbal communication skills
- Self-presentation and professionalism

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	30	15%
Independent learning	150	75%
Engagement Experience	20	10%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay	2000 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Reflective Evaluation (report)	2000 words	50%

Assessment Summary

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

READING LIST

Module Code	LCBB4002	
Module Title	Community Engagement	
Classification	Reading List entry	Electronic*
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	☐
Essential	Gilchrist, A., (2009). The Well-Connected Community, a networking approach to Community Development. London: Policy Press	☐
Further	Rochester, C., Ellis Paine, A., Howlett, S. (2012). Volunteering and Society in the 21st Century. Palgrave: Macmillan	☐
Further	Hart, A., Maddison, E., Wolff, D. (eds) (2007) Community-University Partnerships in Practice. Leicester: National Institute of Adult Continuing Education.	☐

Marketing Fundamentals

MODULE CODE: LCBB4004
TITLE: Marketing Fundamentals
DATED: 13/06/2018
LEVEL: 4
CREDITS: 20
JACS CODE: N500

AIM(S)

- To provide the student with the knowledge of current activities and trends in marketing.
- To encourage the student to explore the range of possibilities and future opportunities in this field.

LEARNING OUTCOMES

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

- assess the development of marketing in creating value for customers;
- identify relevant stakeholders and assess their impact on the marketing activities of the organisation;
- understand the processes and stages of marketing, including the role of the marketing environment, marketing research and the marketing mix.

INDICATIVE CONTENT

- The Marketing Concept.
- Marketing: past, present and future.
- Customers and other stakeholders.
- Marketing strategy and planning.
- Macro and micro environment.
- Marketing information and research.
- Segmentation, targeting and positioning.
- Branding.
- The Marketing Mix and 7 P's.

LEARNING AND TEACHING STRATEGY

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
Group Report	1500 words	30%

Assessment Component 2 (Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay	3500 words	70%

Assessment Summary

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

READING LIST

Module Code	LCBB4004	
Module Title	Marketing Fundamentals	
Classification	Reading List entry	Electronic*
Essential	Kotler P, Armstrong G, Harris, L, Piercy, N., (2017), Principles of Marketing, 7 th Edition, Pearson	☐
Essential	Blythe, J., (2014), Principles and Practice of Marketing, 3rd edition, Sage	☐
Essential	Baines, P., Fill C., Page, K., (2014) Marketing, Oxford, 2 nd edition	☐
Further	Clow, K., Baack, D., (2013), Integrated Advertising, Promotion and Marketing Communications 6e, Pearson	☐
Further	Housden, M., (2010), Marketing Information and Research, Butterworth Heinemann	☐
Further	Jobber D (2016) Principles and Practice of Marketing, McGraw Hill 8 th edition	☐

The Global Business Environment

MODULE CODE: LCBB4005
TITLE: The Global Business Environment
DATED: 13/06/2018
LEVEL: 4
CREDITS: 20
JACS CODE: N200

AIM(S)

- To provide the student with the knowledge of basic economic concepts and business models which are considered relevant in understanding the role of international businesses in the global economy.
- To introduce the student to environmental forces and business factors that shape the micro and macro environment for international businesses.
- To examine how these forces may influence business decisions, and shape business strategy and operations in the modern global economy.

LEARNING OUTCOMES

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

- recognise the major forces shaping the global business environment, and gain an understanding of the changing global business environment;
- apply relevant business models (Porter's Diamond, Value Network, Five Forces, etc.) within the context of an international environmental analysis (PESTEL);
- identify, and critically evaluate, the reasons why organisations engage in international trade;
- assess markets in action, understanding their micro-economic and macro-economic foundations, different market structures and their influence on firm strategy, long-run and short-run changes, and major features of the current international economy.

INDICATIVE CONTENT

- PESTEL analysis to assess the external business environment, which includes an individual discussion of each of the forces separately, as well as the various Models to analyse the competitive environment, such as Porter's Five Forces.
- Basic strategic management tools relevant for an internal analysis of organisations, such as Porter's Generic Strategies, Boston Consulting Group Matrix, Value Chain etc.
- Features of major regional trading groups, such as the European Union, NAFTA, etc.
- Current levels, and trends, of global trade and business.
- Characteristics and relevance of key organisations.

- Features of international trade, such as exchange rate, import/export regulations, etc.
- Basic economic concepts, such as supply and demand, price elasticities, cost analysis etc.

LEARNING AND TEACHING STRATEGY

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	2500 words	50%

Assessment Component 2 (Tick one)

☒ Written exam ☐ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Exam	120 minutes	50%

Assessment Summary

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

READING LIST

Module Code	LCBB4005	
Module Title	The Global Business Environment	
Classification	Reading List entry	Electronic*
Essential	Morrison, J (2016) The Global Business Environment Challenges and Responsibilities, 4th Edition, Palgrave.	☐
Essential	Johnson, Whittington, Scholes, Angwin and Regner (2017) Exploring Strategy: Text and Cases, 11 th Edition, Pearson Education.	☐
Essential	Worthington, I., Britton, C., (2014) The Business Environment, 7 th Edition, Pearson	☐
Further	Palmer A., Hartley, B., (2012), 'The Business Environment', 6th Edition, McGraw-Hill International Edition	☐
Further	Atrill, P. and McLaney, E. (2012) Accounting and finance for non-specialists, 8th Edition, Harlow: Prentice Hall Atrill, P., McLaney, E. (2012) Accounting and finance for non-specialists, 8th Edition, Harlow: Prentice Hall	☐
Further	Daniels, D., Radebaugh, H., Sullivan, D., (2014) International Business – Environments and Operations, 15 th Edition, Pearson	☐
Further	Sloman, J., Hinde, K., Garratt, D., (2013) Economics for Business, Pearson	☐
Further	Griffiths, A., Stuart, W., (2011) Economics for Business and Management 3rd Edition, Prentice Hall	☐