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

# MODULE DIRECTORY

# LEVEL 5

# ACADEMIC DISCIPLINE OF BIRMINGHAM AND LONDON CAMPUS

**BA (HONS) BUSINESS MANAGEMENT**

# INSTITUTE OF INNER CITY LEARNING

# 2023-2024

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## INTRODUCTION

This Module Directory includes all the modules for Level 5 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** | **LCBB5000** |
| **Title** | **Data Handling & Business Intelligence** |
| **Date** | **19/01/2023** |
| **Level** | **5** |
| **Credits** | **20** |
| **Pre-Requisites** | |

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## AIM(S)

- To provide the student with a comprehensive understanding of how data systems work, how their benefits can be optimised.
- To analyse and evaluate the information in the systems in order to obtain maximum benefit.

## LEARNING OUTCOMES

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

- identify and critically evaluate the current trends in data warehousing, business intelligence, and data mining;
- demonstrate a comprehensive knowledge and systematic understanding of essential concepts and principles, by using predictive analytic software.

## INDICATIVE CONTENT

- Knowledge management fundamentals.
- Database systems and management.
- Data governance, architecture and analysis.
- Data security and quality management.
- Data warehousing and business intelligence.
- Practical issues in data management.
- Online Analytic Processing (OLAP).
- The Data Mining Cycle.
- Reporting.

**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 |
|---|---|---|
| Written Report | 1250 words | 25% |

**Assessment Component 2**
**(*Tick one*)**

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

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Individual Presentation (10 minutes) and report | 3000 words | 75% |

**Assessment Summary**

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

**INDICATIVE READING LIST**

| Module Code | LCBB5000 | |
|---|---|---|
| **Module Title** | **Data Handling & Business Intelligence** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Sharda, R., Dursun, D., Turban, E., (2014) Business Intelligence and Analytics, Systems for Decision Support, 3rd Edition, Pearson, Boston, MA. | ☐ |
| Essential | Whitten, I., Frank, E., Hall, M., Pal, C., (2017) Data Mining: Practical Machine Learning Tools and Techniques, 4th Edition, Morgan Kaufman. | ☐ |
| Essential | Connolly, T., Begg, C., (2015), Database Systems: A Practical Approach to Design, Implementation, and Management, 5th Ed., Pearson, Boston, MA. | ☒ |
| Further | Collier, K., (2011) Agile Analytics: A Value-Driven Approach to Business Intelligence and Data Warehousing: Delivering the Promise of Business Intelligence, Addison-Wesley | ☐ |
| Further | Howson, C., (2013), Successful Business Intelligence, Second Edition: Unlock the Value of BI & Big Data. 2nd Ed., McGraw-Hill Education. | ☐ |
| Further | Ishikawa, A., Nakagawa, J. (2013) Introduction to Knowledge Information Strategy, An: From Business Intelligence to Knowledge Sciences, World Scientific Publishing, New Jersey. | ☐ |
| Further | Han, J., Pei, J., Kamber, M. (2011) Data Mining: Concepts and Techniques. 3rd Edition, Morgan Kaufmann | ☒ |

**MODULE CODE:** LCBB5001
**TITLE:** **Entrepreneurship**
**DATED:** **13/06/2018**

**LEVEL:** **5**
**CREDITS:** **20**

**JACS CODE:** **N212**

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**AIM(S)**

- To introduce the concept of entrepreneurship and gives the student the theoretical and practical knowledge to engage in the entrepreneurial process.

- To critically evaluate current and emerging entrepreneurial themes, and through an investigation of a specific market with the production of a professional business plan.

**LEARNING OUTCOMES**

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

- evaluate the theoretical knowledge of entrepreneurship;

- apply the methods and techniques that they have learned, to review, consolidate, extend, and apply their knowledge and understanding, to initiate and carry out a Business Plan.

**INDICATIVE CONTENT**

- Defining entrepreneurship and enterprise. The importance of entrepreneurship in the economy.

- Different perspectives in understanding entrepreneurship.

- Entrepreneurial traits and motivations.

- The role of the entrepreneur: Managerial versus entrepreneurial mind-set. Skills, attitudes, and behaviours associated with entrepreneurs.

- Developing entrepreneurial skills.

- Developing new ideas, products, and services.

- How to develop a business model.

- The business planning process – analysis, choice, and implementation – mainly as relevant to micro business and SMEs.

- Business description: business ownership/legal formats, mission, and objectives.

- The market and competitors: analysis of the macro/micro environment using frameworks such as SWOT, SLEPT, Porter's 5 forces; frameworks and techniques to investigate competitors, and understand customers, including industry analysis and market research.

- The marketing plan (segmentation and targeting, product, price, promotion, business premises/distribution, service issues).

- Management and human resources plan: people/staffing issues, including hiring and firing.

- Operations and production plan: production facilities, IT requirements, and intellectual property rights issues such as copyright, trademarks, and patents.

- Financial plan: e.g. sources of finance to start-up a business, costings, breakeven analysis, cash flow predictions, profit and loss accounts.

- Pitching the idea/plan: presentation techniques, documentation conventions.

## 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 |
|---|---|---|
| Written Report | 2000 words | 50% |

**Assessment Component 2**
***(Tick one)***

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

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Presentation and Report | 10 Minutes and 1500 words | 50% |

**Assessment Summary**

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

**READING LIST**

| **Module Code** | **LCBB5001** | |
|---|---|---|
| **Module Title** | **Entrepreneurship** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Barringer, B., Ireland, D., (2016) Entrepreneurship: Successfully Launching New Ventures 5th Edition, Pearson | ☐ |
| Essential | Williams, S. (2016) FT Guide to Business Start Up 2016: The Most Comprehensive Annually Updated Guide for Entrepreneurs (The FT Guides), 1st Edition, FT Publishing International | ☐ |
| Essential | Rickman, C., Roddick, A., (2005) The Small Business Start-up Workbook: A step-by-step guide to starting the business you've dreamed of. How To Books | ☐ |
| Further | Scarborough, N., Cornwall, J., (2015) Essentials of Entrepreneurship and Small Business Management, Global Edition, 8th edition, Pearson; | ☐ |
| Further | Mariotti, S., Glackin, C. (2015) Entrepreneurship: Starting and Operating a Small Business, 4th Edition, Pearson | ☐ |
| Further | Blackwell, E. (2011), How to Prepare a Business Plan: Planning for Successful Start-up and Expansion, (5th Ed) Sunday Times Business Enterprise Series, Kogan Page | ☐ |
| Further | Blackwell, E. (2011), How to Prepare a Business Plan: Planning for Successful Start-up and Expansion, (5th Ed) Sunday Times Business Enterprise Series, Kogan Page | ☐ |

**MODULE CODE:** **LCBB5004**
**TITLE:** **Managing People**
**DATED:** **13/06/2018**

**LEVEL:** **5**
**CREDITS:** **20**

**JACS CODE:** **N600**

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**AIM(S)**

- To develop the student's knowledge and understanding of the strategic approaches organisations take to attract, develop, and retain key talent, in a way which supports the sustainability of an organisation. This module will also explore strategies and methods used by employers to create an advantage over their competitors, through the effective management of Human Resources.

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**LEARNING OUTCOMES**

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

- demonstrate a critical understanding of the business environment within which personnel professionals work, and analyse how the management of resourcing an organisation is influenced by internal and external factors;

- evaluate theoretical and real life approaches used by organisations to attract, engage, deploy, and retain people, in a manner which encourages high performance from individuals, in pursuit of organisation objectives and sustainable competitive advantage.

**INDICATIVE CONTENT**

- The role of the Human Resources function within varying sectors, and within small, medium, and large enterprises.

- The changing nature of internal and external environments, and how these changes influence Human Resource Strategy.

- Approaches which organisations take to securing (attracting, selecting, developing, and retaining) appropriate skills which will drive sustained organisation performance.

- The role of learning and development within an organisational context.

- Strategies which organisations use to develop key talent in order to create sustainable competitive advantage through people.

- Processes of engaging employees in order to bring about high performance in the workplace; approaches to managing under-performance.

- Ethics and professionalism; commitment to equality of opportunity; managing diversity.

## 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 |
|---|---|---|
| Individual Presentation | 15 minutes | 50% |

**Assessment Component 2**
***(Tick one)***

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

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Essay | 2000 words | 50% |

### Assessment Summary

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

## READING LIST

| | | |
|---|---|---|
| **Module Code** | **LCBB5004** | |
| **Module Title** | **Managing People** | |
| **Classification** | **Reading List entry** | **Electronic*** |

| | | |
|---|---|---|
| Essential | Armstrong, M., Taylor, S., (2017) Armstrong's Handbook of Human Resource Management Practice, 14th Edition, Kogan Page | ☐ |
| Essential | Torrington, D., Hall, L., Taylor, S., Atkinson, C., (2014) Human Resource Management 9th Edition, Pearson | ☐ |
| Essential | TAYLOR, S. (2010) Resourcing and talent management. 5th ed. London: Chartered Institute of Personnel and Development. | ☐ |
| Further | MARCHINGTON, M., WILKINSON, A. (2012) Human resource management at work. 5th ed. London: Chartered Institute of Personnel and Development | ☐ |
| Further | PILBEAM, S., CORBRIDGE, M. (2010) People resourcing and talent planning: HRM in practice. 4 th ed. Harlow: Financial Times/Prentice Hall | ☐ |
| Further | TAYLOR, S., WOODHAMS, C. (2012) Managing People and Organisations. London: Chartered Institute of Personnel and Development. | ☐ |

**MODULE CODE:** **LCBB5005**
**TITLE:** **Project Management**
**DATED:** **13/06/2018**

**LEVEL:** **5**
**CREDITS:** **20**

**JACS CODE:** **N213**

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**AIM(S)**

- To enable the student to critically evaluate current and emerging project management methodologies, and recognise how to apply them to real world situations

**LEARNING OUTCOMES**

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

- identify, and critically evaluate, the appropriateness and limitations of the main project management methodologies;

- apply concepts and principles of project management to a real-world scenario and, in so doing, be able to make a successful contribution to any project environment.

**INDICATIVE CONTENT**

- Identifying the project lifecycle.

- Developing a project methodology.

- Aspects of PRINCE 2.

- PMP.

- Understanding projects and project management.

- Exploring project management software options.

- Gathering requirements.

- Identifying deliverables and success criteria.

- Creating a scope statement.

- Identifying stakeholders.

- Building a work breakdown structure.

- Identifying resources.
- Building a schedule.
- Creating a risk management plan.
- Developing a change management plan.
- Understanding team dynamics.
- Gathering data.
- Evaluating project schedule and cost performance.
- Documenting lessons learned.
- Closing contracts, accounts, and transitioning.

## 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 - Project Plan | 2500 words | 50% |

**Assessment Component 2**
***(Tick one)***

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

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Essay | 2500 words | 50% |

**Assessment Summary**

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

**READING LIST**

| **Module Code** | **LCBB5005** | |
|---|---|---|
| **Module Title** | **Project Management** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Hedeman, B., Seegers, R. (2009), PRINCE2 Edition 2009: A Pocket Guide (Prince2: A Pocket Guide) Van Haren Publishing: NL | ☐ |
| Essential | Lawton, I., (2017) Made Simple: Updated 2017 Version. 2nd Revised edition, P2MS Press | ☐ |
| Essential | Murray-Webster, R., Simon, P., (2007) Starting Out in Project Management: A Study Guide for the APM Introductory Certificate in Project Management, 2nd Ed., Association for Project Management (APM): Beds | ☐ |
| Further | Kidston, P., (2015) Planning, Scheduling, Monitoring and Control: The Practical Project Management of Time, Cost and Risk. Association for Project Management (APM). | ☐ |
| Further | Highsmith, J. (2009) Agile Project Management: Creating Innovative Products, 2nd Ed., Addison-Wesley Professional | ☐ |
| Further | Burke, R. (2013), Project Management Planning and Control Techniques, 5th ed. Wiley: West Sussex | ☐ |
| Further | PMI (2017) The Guide to the Project Management Body of Knowledge (PMBoK), 6th Edition, PMI. | ☐ |

| Module Code | LCBB5008 |
|---|---|
| Title | Management Economics |
| Date | 21/11/2022 |
| Level | 5 |
| Credits | 20 |
| Pre-Requisites | |

**AIM(S)**

- To enable students to analyse the internal and external economic forces acting on management decision making.

**LEARNING OUTCOMES**

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

- critically evaluate economic data as a guide to policy making, within an international, national and organisational context;

- apply a number of different economic concepts (supply and demand, price elasticity, cost analysis) with respect to managerial decision-making in organisations;

- analyse the impact of government policy on markets, and its effect on managerial decisions.

**INDICATIVE CONTENT**

- An analysis of market supply, demand, price formation, and elasticities; the application of such theory to managerial decision-making.

- An analysis of business costs, in both short run and long run, and their part in decisions on resource allocation.

- An assessment of the impact on the economy, and the economics of developing policy, on sustainability, enterprise, social responsibility, and global trends in management decision-making.

- A critical evaluation of the main market structures (perfect market, monopoly, imperfect market and oligopoly), competition and cooperation models, and an analysis of the significance of each in resource allocation.

- An analysis of government influence on markets, and its effect on managerial decisions and the international business environment.

- The role of the state versus the role of markets: public services and privatisation; externalities and environmental costs; the impact of government policy; relevant legal framework, including - competition, mergers, consumer protection, and employment policies.

**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 | 2500 words | 50% |

**Assessment Component 2**
***(Tick one)***

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

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Written Exam | 3 hours | 50% |

**Assessment Summary**

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

**INDICATIVE READING LIST**

| **Module Code** | **LCBB5008** | |
|---|---|---|
| **Module Title** | **Management Economics** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Samuelson, W., Marks, S., (2010) Managerial Economics, Study Guide, London, John Wiley & Sons | ☐ |
| Essential | Sloman, J., Hinde, K., Garrat (2013) Economics for Business, Harlow, Pearson | ☐ |
| Essential | Sloman, J., Jones, E., (2011): Economics and the Business Environment, Edinburgh, Prentice Hall | ☐ |
| Further | Griffiths, A., Stuart, W., (2011) Economics for Business and Management 3rd Edition, Prentice Hall | ☐ |
| Further | Keat, P., Young, P., (2005) Managerial Economics-Economic Tools for Today's Decision Makers, 5th Edition. | ☐ |

| | | |
|---|---|---|
| Further | Levitt, S., Dubner, S., (2010): Freakonomics: A Rogue Economist Explores the Hidden Side of Everything, London, Penguin | ☐ |
| Further | Baye, M. (2013): Managerial Economics & Business Strategy, London, FT/Prentice Hall | ☐ |

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|---|---|
| **Module Code** | **LCBB5009** |
| **Title** | **Management Accounting** |
| **Date** | **21/11/2022** |
| **Level** | **5** |
| **Credits** | **20** |
| **Pre-Requisites** | |

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**AIM(S)**

- To develop a critical understanding of the principles, concepts and applications of cost and management accounting.

- To encourage and develop the student's ability to generate information for product and service costing, budgeting, and performance measurement and evaluation.

**LEARNING OUTCOMES**

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

- analyse and evaluate the informational requirements of management, particularly in relation to decisions involving revenues and costs, and other financial criteria;

- select, and apply, appropriate cost and management accounting methods and techniques;

- demonstrate an ability to produce functional and master budgets for a variety of business scenarios, and be able to monitor and evaluate performance based on the targets and standards therein.

**INDICATIVE CONTENT**

- Product and service costing. Calculation of prime cost, production cost, and total cost, using the product cost structure. Absorption costing.

- Process costing, identification of cost units, valuation of process transfer and work in progress using equivalent units.

- Cost volume profit analysis; cost behaviour, marginal v absorption costing, costing for short and long-term decision making, use of marginal costing, limiting factors/ constraints.

- Introduction to budgeting, cash budgets, and working capital management.

- Functional and master budgets, sales, materials, labour, and overhead budgets.

- Introduction to standard costing, identification of criteria for standard setting, types of standards.

**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 |
|---|---|---|
| Exam | 90 minutes | 30% |

**Assessment Component 2**
***(Tick one)***

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

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Exam | 3 hours | 70% |

**Assessment Summary**

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

**INDICATIVE READING LIST**

| **Module Code** | **LCBB5009** | |
|---|---|---|
| **Module Title** | **Management Accounting** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Drury, C., (2012) Management and Cost Accounting, London: Thomson Business Press. | ☐ |
| Essential | Atrill, P., McLaney E., (2012) Management Accounting for Decision Makers, FT Prentice Hall | ☐ |
| Essential | Seal W, Garrison R, Noreen, E., Rohde, C., (2014) Management Accounting. McGraw Hill Education | ☐ |

| | | |
|---|---|---|
| Further | Horngren, T., Forster, G., (2003) (11th Ed) Cost Accounting, A Managerial Emphasis, London: Prentice Hall International | ☐ |
| Further | Noreen, E., (2011) Management Accounting, McGraw Hill | ☐ |