

Introduction to Business (LCBB4007)

Weekly Teaching Schedule

Week	Session 1	Session 2
Week 1	Session 1: Introduction to Business <i>Activity 1: Classroom introductions “get to know each other”</i> <i>Activity 2 in the slides</i>	Session 2: Globalisation and technology <i>2 Activities in the slides</i>
Week 2	Session 1: Forms of business <i>2 activities in the slides</i>	Session 2: The business structure <i>2 activities in the slides</i> <i>Further readings:</i>
Week 3	Session 1: The Business Environment Analysis Tools/ SWOT <i>Activities</i>	Session 2: The Business Environment Analysis Tools/ PESTLE <i>Activities</i>
Week 4	Session 1: Leadership in Business <i>2 activities in the slides</i>	Session 2: Management in business <i>Case study: GM electric</i>
Week 5	Session 1: Stakeholders <i>Activities</i> <i>Activities</i>	Session 2: Stakeholders analysis
Week 6	Session 1: Accounting and Finance Activities	Session 2: Accounting and Finance Activities: Video
Week 7	Session 1: Marketing and sales Activities	Session 2: Marketing and sales Activities: Video
Week 8	Session 1: Human Resource Management <i>Activities</i>	Session 2: Human Resource Management <i>Activities: Video</i>
Week 9	Session 1: Business culture and diversity <i>Activities</i>	Session 2: Business ethics and CSR <i>Activities</i>
Week 10	Revision, Assessment Support (first group the 1-2-1) and Formative Feedback	
Week 11	Group Presentations	
Week 12	Assessment Period	