



UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business
London Campus

Introduction to Business
LCBB4007

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). <i>Business in context: An introduction to business and its environment</i> . 6 th ed. Boston: SouthWestern Cengage Learning.	☒
Essential	Wade, M. (2020). <i>Introduction to Business</i> . Seneca College, Pressbooks.	☒
Further	Nickels, W.G., McHugh, J.M. and McHugh, S.M. (2015). <i>Understanding Business</i> . 11th ed. New York, NY: McGraw-Hill Irwin.	☒
Further	Strydom, J.W. and Rudansky-Kloppers, S. eds. (2016). <i>Introduction to business management</i> . Oxford: University Press Southern Africa.	☒