MODULE DESCRIPTOR

Module Title

Business Management - Enterprise

Reference	BS3380	Version	2
Created	February 2017	SCQF Level	SCQF 9
Approved	May 2014	SCQF Points	10
Amended	August 2017	ECTS Points	5

Aims of Module

To demonstrate knowledge and understanding of managing organisations from both an internal and external perspective.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Analyse and evaluate the principles of organisational strategy.
2	Apply knowledge and understanding of organisational strategy.
3	Demonstrate the ability to effectively communicate an understanding of the implementation organisational strategy.

Indicative Module Content

Strategic management; competitive environment; project management; relationship management; global environment; marketing; operations; human capital; ethics; information systems.

Module Delivery

The mode of delivery is Distance Learning - with a focus on the use of interactive online activities such as forums and chat rooms.

Indicative Student Workload	Full Time	Part Time
Contact Hours	4	4
Non-Contact Hours	96	96
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	100	100
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3
Description:					

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	To have passed the relevant second year modules or equivalent.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1	CAMERON, S., 2008. *The business student's handbook.* 4th ed. Harlow: Pearson Education.
2	CREME, P. and LEA, M.R., 2008. *Writing at university: a guide for students.* 3rd ed. Maidenhead: Open University Press.
3	LYNCH, R.L., 2006. *Corporate strategy.* Harlow: Financial Times Prentice Hall.
4	WORTHINGTON, I. and BRITTON, C., 2009. *The business environment.* 6th ed. Harlow: Financial Times Prentice Hall.