# ROBERT GORDON UNIVERSITY ABERDEEN

**This Version is No Longer Current**
The latest version of this module is available here

## MODULE DESCRIPTOR

### Module Title

Business Enterprise Concepts

| | | | |
|---|---|---|---|
| Reference | BS3390 | Version | 2 |
| Created | February 2017 | SCQF Level | SCQF 9 |
| Approved | May 2014 | SCQF Points | 20 |
| Amended | August 2017 | ECTS Points | 10 |

### Aims of Module

To demonstrate knowledge of enterprise concepts through application.

### Learning Outcomes for Module

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

| | |
|---|---|
| 1 | Analyse and evaluate the principles of the business environment. |
| 2 | Apply enterprise concepts knowledge. |
| 3 | Demonstrate an ability to effectively communicate an understanding of enterprise concepts. |

### 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 | 196 | 196 |
| Placement/Work-Based Learning Experience [Notional] Hours | N/A | N/A |
| TOTAL | 200 | 200 |
| *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 | None. |
|---|---|
| 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.* 4th ed. Harlow: Financial Times Prentice Hall. |
| 4 | WORTHINGTON, I. and BRITTON, C., 2006. *The business environment.* 5th ed. Harlow: Financial Times Prentice Hall. |