

**N10011**

**18 19**

**Business Erasmus  
(Level 5 full year)**

**Module Descriptors**

## Level 5 Modules

### ACFI2206 - Business and Finance Essentials

Leader: Bob Illidge

#### Handbook Descriptor

15 credits

To develop an awareness of the major underlying finance concepts that facilitate the business world and the markets they operate in. An evaluation of the relevance of financial theory to contemporary finance issues within the framework of the differing forms of market efficiencies. An increasing ability to qualitatively evaluate numerical data will be a prevailing theme throughout the module.

A numeric ability to use mathematical and statistical techniques to underpin the fundamental concepts necessary at year 2. Essential prerequisite knowledge for any advanced studies of the subject. Compliments basic financial and management accounting knowledge. Familiarity with the day to day major financial events and use of newspaper/online data essential.

#### Assessment Criteria:

Two assessments. Individual assignment contributing 40% of the assessment. Individual examination based on the editing of a problem solving brief for groups given at the beginning of the Spring term.

Students should achieve an overall pass in both components and achieve a minimum standard in each element.

Please note that the format within each component for assessment information is subject to change.

#### Assessment Components

Other Coursework 1 - Individual assignment

*Weighting 30%. The component receives a mark.*

*The Duration is 45 minutes.*

Unseen Examination 1 - Based on real case study

*Weighting 70%. The component receives a mark.*

*The Duration is 90 minutes.*

#### Assessment Rationale

Two assessments: one assignment and one exam. Individual assignment contributing 40% of the assessment. Individual examination will be based on the editing of case scenario provided to groups given at the beginning of the Spring term. Unseen questions based on previewed case scenarios will form the basis of the examination. Students should achieve an overall pass in both components and achieve a minimum standard in each element.

#### Reassessment Requirements

Students will be given an opportunity to be reassessed on a failed module in accordance with standard De Montfort University Regulations.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

#### Learning Outcomes

1 - Subject specific knowledge and skills

1 - To consider the framework of Financial Management within the context of private sector company project investment and maximising shareholder wealth criteria.

2 - To understand and evaluate maximising shareholder wealth criteria.

3 - To interpret and analyse contemporary case study material using listed UK stock market companies.

4 - To recognise the relevance of the theory that underpins finance statistics.

5 - To develop structured problem-solving skills.

6 - To develop the written skills for the development and qualitative expression of numerical data.

7 - To develop appropriate communication skills in presenting both qualitative and quantitative information.

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**Please note that assessment information is subject to change**

This module examines the measurement of organisational performance in the commercial, public and not for profit sectors.

It examines financial and non-financial measures looking at social accounting and ethics as well as traditional accounting frameworks.

It develops the critical and analytical skills in recognising the inter-relationships between accounting and non-financial performance and operations of organisations.

It will look at commercial organisations charities and other not-for-profit enterprises and will involve considerable in depth studies of specific organisations.

The module also examines the mechanisms for internal performance measurement and the achievement of management performance when making decisions.

Assessment Criteria:

A range of different types of assessment are used to build up the student subject and cognitive skills. The phase test will be used to assess the technical skills and understanding.

Individual skills to assess and report on social accounting skills are developed in the second assessment.

The final piece of group assessment brings together of all areas of the course whereby students need to develop group working skills to evaluate a 'live' set of accounts.

Please note that assessment information is subject to change.

**Assessment Components**

Other Coursework 1 - Phase Test

*Weighting 25%. The component receives a mark.*

*The Duration is 60 minutes.*

Other Coursework 2 - Financial control mechanisms

*Weighting 25%. The component receives a mark.*

*The word limit is 1500 words.*

Other Coursework 3 - Social environmental and ethics in the context of not for profit organizations

*Weighting 50%. The component receives a mark.*

*The word limit is 3000 words.*

## **Assessment Rationale**

Students must achieve an overall pass at 40% but it is not necessary to pass each component.

## **Reassessment Requirements**

A resit of coursework covering the failed element(s) to be done in the subsequent summer.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

## **Learning Outcomes**

- 1 - To interpret financial statements and explain the findings
- 2 - To identify and explain the financial and non financial performance measures for not for profit organisations
- 3 - To identify performance measurement for social and environmental accounting
- 4 - To examine and describe ethical accounting systems
- 5 - To select and evaluate costing and control systems in various decision based situations
- 6 - To make decisions by the appropriate use of capital investment appraisal
- 7 - To apply IT to communicate data and decisions
- 8 - To control and manage own learning to achieve given time constrained goals
- 9 - To apply critical evaluation skills to specified situations

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**Please note that assessment information is subject to change**

This is the introductory course in management and operations. The course is designed to provide students with an overview of the management function and its role in organisations and society. The module will introduce the latest management ideas, theories and practice in an interesting and relevant manner, whilst still retaining the best of traditional management thinking.. It will also focus on the operations function, which is at the heart of all enterprises, whether manufacturing or service based. Unless this core function is carried out effectively, there is little hope that the rest of the organization as a whole will be effective.

The module content will include:

Innovative Management for Turbulent Times

The Evolution of Management Thinking

Management and Corporate Culture

Managing in a Global Environment

Managing Ethics and Social Responsibility

Managerial Planning and Goal Setting

Designing and Managing Adaptive Organisations

Managing Change and Innovation

Managing Diversity

From Management to Leadership

Motivating Employees

Managing Operations

Enhancing Service & Manufacturing Productivity

Applying Planning and Control Techniques

Managing Quality and Performance

**Assessment Components**

Essay 1 -

*Weighting 30%. The component receives a mark.*

Group presentation 1 -

*Weighting 30%. The component receives a mark.*

Unseen Examination 1 - 2 hours - multiple choice and one essay

*Weighting 40%. The component receives a mark.*

*The Duration is 120 minutes.*

## Assessment Rationale

- a) The group presentation requires students to investigate operations management in real-world organizations, thereby reinforcing the applied nature of the topic.
- b) The essay will require the application and critical analysis of some of the central themes developed within the module.
- c) The exam will be 2 hours long and consist of 50 multiple choice questions and an essay question

An aggregated mark of 40% is required to pass the module. General credits (where appropriate) can be awarded grades between 30 -39%).

## Reassessment Requirements

Reassessment, where required, will be by submission of a) a new report or b) a new essay or c) re-sitting exam, depending on element(s) failed.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

## Learning Outcomes

- 1 - Provide an informed account of the key functions of management and leadership, and the type of management associated with each;
- 2 - Define the basic terminology and 'vocabulary' of management and explain the role of management within organisations
- 3 - Define corporate culture and explain the tools management can use to create a high-performance culture
- 4 - Identify important stakeholders of an organisation and discuss how managers balance the interests of various stakeholders
- 5 - Define organisational change and explain the forces driving innovation and change in today's organizations and express their understanding of the themes/topics in a clear and precise manner
- 6 - Adopt a systems view of operations management and analyse its interface with internal and external elements of different types of organizations
- 7 - Understand and apply planning and control techniques including process planning, operations scheduling, inventory control, and project planning
- 8 - Explain the role of quality and the principles and practices that can be used to maintain and continuously improve the quality of goods and services

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**Please note that assessment information is subject to change**

**Handbook Descriptor**

15 credits

The Business Research Issues and Analysis module provides an overview of the research process in business. It equips students with the necessary tools and techniques to prepare a business research proposal, execute this proposal, and analyse and interpret the data. It prepares students to analyse business problems and opportunities in general via a rigorous research process. After completing this module, students should have developed a critical mind and the research skills necessary for evaluation, synthesis and analysis. The module encourages students to become better independent learners.

This module will include lectures, tutorials, and computer laboratory work. The lectures explain and illustrate concepts and theories in business research. The tutorials provide opportunities for small group discussions and project presentation. The computer laboratory allows students to practice the use of Microsoft Excel in resolving managerial issues.

**Assessment Criteria:**

The research proposal is submitted before Christmas so that it can be a summative as well as a formative assessment. The report will be an individual piece of work which enables students to put into practice the principles introduced in this module. The report is designed to encourage students to work and learn independently.

Please note that assessment information is subject to change.

**Assessment Components**

Other Coursework 1 - Individual Proposal 1000 words

*Weighting 30%. The component receives a mark.*

Other Coursework 2 - Individual report 2000 words + appendix

*Weighting 70%. The component receives a mark.*

**Assessment Rationale**

The individual proposal is submitted before Christmas so that it can be a summative as well as a formative assessment. The individual report enables students to put into practice the principles introduced in this module especially in the context of data analysis.

**Reassessment Requirements**

- Reassessment is permitted only where a module has been failed and in accordance with regulations pertaining at that level. There is no provision for reassessment of a passed module.
- The first reassessment opportunity is during the summer vacation, and all students are expected to take up that opportunity.
- A student is not permitted to submit for reassessment, if award criteria (passing module) can be otherwise satisfied.
- There is an opportunity for resubmission regarding the Individual Proposal. If that assessment is failed at the end of term 1 of the academic year. The first assessment can be resubmitted but is capped at 40%.

**Learning Outcomes**

- 1 - To be able to turn research ideas into a research project which has clear research questions and objectives. In doing so the students should have the knowledge and critical skills to complete a business report.
- 2 - Understand the importance and purpose of the critical literature review to a research project.
- 3 - Be aware of issues relating to research ethics.
- 4 - Have a critical awareness of the sources of primary and secondary data and the various methods of collection.
- 5 - Be able to interpret and analyse both qualitative and statistical data using appropriate methods and packages.

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**Please note that assessment information is subject to change**

Growth in the franchised sector of business has developed phenomenally over the past few years and offers individuals of all lifestyles the opportunity of owning and running their own business. Moreover, the opportunities for post-graduate ownership of franchises have never been greater.

The purpose of this module is to give students the skills set to be able to own a franchised business and maximise the potential thereof. The module will explore the issues related to the purchase of business-format franchising such as: understanding the legalities of the franchise agreement; promotion in franchised businesses; micro and macro environmental assessment in franchising; staff recruitment/management in franchisee businesses; systematisation and procedural adherence, risk/reward management, growth management, expansion and building ongoing security of the business; and funding expansion.

Ancillary to the main purpose, students will gain an insight into how franchises are developed from a franchisor's point of view, including: why businesses franchise their operations; the pilot process; how the franchise package is developed; marketing the franchise; the financial logistics of franchising; developing the company image; and whether to/how to franchise internationally.

Most importantly, students will gain a thorough understanding of the value of ethical franchising by examining both the European Code of Ethics for Franchising and the BFA's Code of Ethical Conduct. Students will briefly consider how this applies internationally.

Essentially, this module offers an in-depth appreciation of franchising and highlights the importance of dynamic management practices to give and maintain competitive advantage to the franchised enterprise. The module draws together the multi-disciplinary skills needed to be successful in this business sector.

The content of this module will be generated in cooperation with the British Franchise Association to ensure that it meets the strict code of ethical conduct promoted by the recognised trade body.

Assessment Criteria:

Assessment on this module is predominantly intended to demonstrate knowledge of all aspects of the subject

Please note that assessment information is subject to change.

**Assessment Components**

Essay 1 - Time constrained Essay. Designated 'recovery' assessment

*Weighting 50%. The component receives a mark.*

Online Test 1 - On line multichoice test.

*Weighting 50%. The component receives a mark.*

## **Assessment Rationale**

The assessment strategy consists of two assignments. The assignments are weighted as shown in the table above. The case study analyses are deliberately small group based as it encourages team spirit and promotes discussion of varying interpretations and opinions to create a balanced essay. The phase test reflective journal is designed to focus the individual student's knowledge and allow recognition of personal growth in complex areas of learning. The rationale underpinning the choice of assessment strategies is to ensure that all key skills are covered and that all learning outcomes are realised.

## **Reassessment Requirements**

Students must pass with an overall grade of 40% comprising of the weighted grades of all assessment components. For students, who fail the phase test, a resit test will be set. For students who fail the case study analyses, the reassessment undertaken will be an individual written analysis of an assigned appropriate case study. Both reassessments will be undertaken before September assessment board.

## **Learning Outcomes**

- 1 - Understand the true nature of business format franchising and assess what can be franchised in this manner.
- 2 - Compare and contrast different management theories and concepts in the role of franchisor and franchisee.
- 3 - Understand how to build the kind of company culture and structure to support the franchise mission and how motivate personnel to achieve the goals.
- 4 - Appreciate the importance of a strong code of ethics within the franchise industry.
- 5 - Understand the basics of the legal partnership existing between franchisor and franchisee
- 6 - Be able to cost and value the worth of a franchise opportunity and calculate the likely financial success of the business opportunity.

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**Please note that assessment information is subject to change**

The regulatory frameworks of the UK, the EU and of selected European countries will be examined, with particular emphasis upon competition, trade and monetary policy. The theoretical models and ideas that have underpinned the development of these frameworks will be evaluated, such as SCP, Austrian economics and the concepts of contestable markets, market failure and information asymmetry.

The institutional context, which influences the type of decisions and actions that firms can take will be examined. In particular, European institutions will be examined, which promote integration and intra-EU bloc activity at the possible expense of globalisation opportunities. Ongoing discussion of the role and place of the nation state will occur as the regulatory and institutional material is presented.

Many firms seek control over their markets. This module focuses upon the growth strategies firms employ to obtain control over their domestic and international contexts, the global and European institutional context within which they operate, and the regulatory frameworks, which act to restrain their excesses, and yet which may at the same time jeopardise their wider growth opportunities.

Growth strategies examined will include horizontal expansion, vertical integration, and diversification. Growth vehicle on the continuum between the polar extremes of full integration to market transactions will be considered. These will include mergers, acquisitions, joint ventures and other forms of strategic alliances. Discussion of the relative merits of collaboration versus competition will take place as this material unfolds.

One lecture will be given each week, and a 1hour tutorial will take place on a bi-weekly basis. Tutorials will be structured around a judicious combination of group work, and discussion based around case studies and contemporary learned articles. It is anticipated that students will acquire cognitive skills as well as knowledge through this process. In order to help develop these skills, students will be recommended to make full use of the detailed reading lists that will be provided by tutors. To complement this reading they will be advised to trawl widely and to make use of the large amount of business and economics related material provided in news broadcasts, current affairs programmes, business journals and the quality press.

**Assessment Components**

Essay 1 - Research project. Essay 1500 words.

*Weighting 50%. The component receives a mark.*

Unseen Examination 1 - 1 Compulsory Essay and 2 choices from 4 shorter essays

*Weighting 50%. The component receives a mark.*

*The Duration is 120 minutes.*

## **Assessment Rationale**

### Assessment 1 (50% weighting)

The research project / essay provides the opportunity for students to demonstrate their communication skills through their production of a single voiced narrative. It also allows them to examine and research a multi-stranded issue in depth, and to demonstrate their ability to research, analyse and synthesise key module components across a variety of source materials.

### Assessment 2 (50% weighting)

The examination essay questions will test the ability of students to analyse and understand a question, to structure an argument in response to it, and to present relevant evidence about it in a coherent fashion under time constrained conditions. The answer content will reflect material introduced in lectures and in tutorial discussions. Credit will be given to those students, who demonstrate evidence of additional reading when developing their arguments and presenting their evidence.

## **Reassessment Requirements**

Overall module failure (an overall mark below 40%) or deferral of all or part of the module assessment, will lead to student being asked to re-work some of the examination essay questions during the summer holidays, to an agreed timetable. The principle determining the precise number of essays to be re-worked is as follows-

Failure/deferred in Assessment 1 requires a new essay to be submitted.

Failure/deferred in Assessment 2 requires a resit of the examination.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note- Students MUST have attempted the assignment in order to benefit from in-course recovery.

## **Learning Outcomes**

- 1 - Analyse and compare firms' growth strategies and the vehicles for growth, and the contexts in which they may be developed most effectively.
- 2 - Demonstrate understanding of, and knowledge about the rationale for, and the forms of regulation within a variety of contexts.
- 3 - Evaluate the impact of key institutional forces upon the firm operating domestically and on a pan-European basis.
- 4 - Demonstrate awareness of the role of Nation States in the processes of European Business, and the role of collaboration in the ongoing process of firm competition.
- 5 - Describe the history and development of the EU.

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**Please note that assessment information is subject to change**

Sustainability is commonly described as sustainable development that "meets the needs of the present generation without compromising the ability of future generations to meet their own needs" (Brundtland Report, 1987:8). But what role does or should the business sector play in sustainable development? If corporations are expected to contribute towards the realisation of a more sustainable, responsible and equitable society, what does this mean in practice, and how does this align with corporate goals of economic growth and profit maximisation?

This module addresses these important questions and equips students with a sound understanding of sustainability in the business context. It first highlights how the transformation in the global political economy has given rise to debate about the nature and role of business in society. It then examines the changing expectations of business and how managers have responded to calls for greater social and environmental sustainability. It will also highlight some of the key debates in the sustainability field such as the drivers of corporate responsibility, the extent of responsibility, the governance and implementation of sustainability, and sustainable business models.

This module is intended to be highly practical as well as interdisciplinary in design. It will encourage students to discuss, analyse and apply key sustainability concepts to real-life business cases and scenarios. In doing so, students will develop and demonstrate key analytical skills essential to identify, implement and analyse sustainability principles in business practice. Core employability skills are also enhanced such as problem solving, working in groups, discussing, debating and articulating ideas, analysing and applying theories and concepts to practical issues and cases, and synthesising and applying a wide range of information to make informed and reasoned arguments, conclusions and recommendations.

**Assessment Components**

Individual Essay -

*Weighting 50%. The component receives a mark.*

*The word limit is 1,500 words.*

Group Report -

*Weighting 50%. The component receives a mark.*

*The word limit is 2,000 words.*

## **Assessment Rationale**

The module will be formally assessed using two methods.

An individual essay will examine students' understanding of key sustainability principles within the business sector and assess their ability to analyse and apply different concepts and empirical research to examine how businesses have responded to the challenges of sustainability.

A group report will build on the individual essay and assesses students' engagement with business sustainability at a more complex level. As a key employability skill, the assessment reflects the need for students to work together and communicate effectively in groups. The assessment will therefore include a reflective journal where students briefly detail the development of the report such as how tasks were allocated, what decisions were made, and how the group addressed and overcame any challenges or difficulties experienced.

## **Reassessment Requirements**

Students will be given the opportunity to re-take elements of the module in which they achieved less than the required level by the University.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Students MUST have attempted the assignment in order to benefit from in-course recovery.

Students who fail to pass the group report will be offered an individual re-assessment of a 1,500 word essay.

## **Learning Outcomes**

- 1 - Understand the broader historical context in which debates about the responsibility and sustainability of business have emerged.
- 2 - Appreciate the importance and significance of sustainability for the business sector as well as for society.
- 3 - Understand and describe the core principles of sustainability and their application in the business context.
- 4 - Identify and examine the institutional, organisational and individual pressures and drivers for corporate sustainability and their impact on the nature and scope of business' economic, social and ecological responsibilities.
- 5 - Debate, discuss and analyse the key sustainability issues facing the business sector and critically examine strategies and approaches companies have used in response.

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**Please note that assessment information is subject to change**

**Handbook Descriptor**

15 credits

**Background:**

Nowadays, Global Operations and Supply Chain Management (GOSCM) plays a vital role in improving productivity and competitive positioning of a wide variety of businesses around the globe. The appreciation of operations and supply chain processes is of the essence to create a competitive advantage through operations in the marketplace. A data-driven and analytics perspectives are vital to success for supply chain analysts in top performing firms. Above all, successful managers often take advantage of analytics approach to apprehend and select the proper strategies through the decision-making process.

This module provides students with high-level managerial and analytical topics, leading to an understanding of what these topics are, why they are crucial to organisations, and how organisations are successfully implementing and integrating them. We aim to introduce the most important concepts and techniques facing operation and supply chain managers as well as to analyse real-world applications in both the manufacturing and service organisations.

**Content:**

GOSCM can be generally defined as all the techniques and tools to effectively produce and distribute the goods and services provided by an organisation. The module is organised into five main sections with the aim of underlining the importance of data analysis in making operations and supply chain management decisions.

Section 1 will be covered by four lectures; Introduction to supply chain management (SCM), Supply chain strategy, Design of products and services and Strategic capacity management. Section 2 with five different lectures comes to nuts and bolts of GOSCM. The topics are Facility Layout, Service Processes, Process design and analysis, TQM and Six Sigma quality, and Statistical Quality Control. Section 3 with three lectures focuses on processes that source raw materials for manufacturing and internal functions as well as distributing products to the retail shops or customers. The topics of this section consist of Lean supply chain, Logistics and transportation, and Sourcing and Procurement. Section 3 presents a series of techniques to show the significance of planning in GOSCM. The five chapters include Enterprise resource planning systems, Demand forecasting, Sales and operation planning, Inventory Management, and Material requirement planning. The final section with two special topics in health care and consultancy demonstrates the applications of concepts and techniques of GOSCM in real business situations.

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Valid from session 2016/17 (revised May 2017)

**Employability:**

This module aims to specialise students for entry-level jobs in managing the production and distribution of goods and services. The GOSCM jobs such as plant manager, department store manager, supply chain manager, logistics manager, business process improvement analyst are trying to determine the best way to deliver

**Assessment Components**

Report 1 - Individual report - 1,500 words

*Weighting 50%. The component receives a mark.**The word limit is 1,500 words.*

Unseen Examination 1 - Multiple Choice Exam

*Weighting 50%. The component receives a mark.**The Duration is 60 minutes.*

## Assessment Rationale

Formal assessment of each student's learning consists of two pieces of work. The first assignment element includes an individual piece of coursework whereby students will provide an individual essay in 1500 words on one of a number of selected topics. This structured assignment will demonstrate students' knowledge and understanding of pragmatic analytical skills for solving business and operation problems in service and manufacturing organisations. The second assessment element consists of a one-hour multiple-choice exam based on lectures in which 30 questions will need to be answered. It is expected that undertaking this exam will assess the individual learning and understanding of most topics and other relevant quantitative and qualitative subjects in the module.

## Reassessment Requirements

The first assignments on a module must be completed and in the case of an assignment mark less than 40%, the students can resubmit their assignments. The mark on a resubmission is capped at 40%. The maximum mark for the late submission up to 7 actual days after the submission deadline will be capped at 40% and 7 or more actual days after the submission date deadline will be 0.

Department of Academic Quality

Valid from session 2016/17 (revised May 2017)

Summer Reassessment - Students failing to achieve an aggregate grade of 40% across the various assessed components may be re-assessed during the summer reassessment period. This opportunity will only be offered if their grade profile permits re-assessment (as determined by the Marketing Assessment Board). Failure in the exam component will be re-assessed by another exam. Failure in the coursework component will be re-assessed by an individually set assignment.

## Learning Outcomes

- 1 - Critically evaluate the role of operations and supply chain management in various types of business organisations (GCC 1, 4, 5, 9)
- 2 - Understand the typical processes and important criteria for designing a product and service.
- 3 - Explain why capacity, quality, inventory, and procurement management are prominent for improving production
- 4 - Understand and analyse a business process including manufacturing, service and logistics processes (GCC 1, 4, 5, 9)
- 5 - Use analytical skills for problem-solving and decision-making (GCC 1,2)
- 6 - Analyse the processes of different case studies, and make a distinction between manufacturing and service operations (GCC 1, 4, 5, 9)

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**Please note that assessment information is subject to change**

**Handbook Descriptor**

15 credits

This module is for everyone, whether thinking of setting up your own business or happy to work in a larger, (accountants, managers, engineers, consultants, etc.) in fact anyone who needs to get something from someone at some time, either through exchange of money or barter. The module offers a different approach to the old fashioned "hard sell" ethos, but sits comfortably with the general fact that in today's world we all need all businesses to be successful and make money in order that we have jobs and a sustainable lifestyle. The fact is that "no sales = no revenue = no business" which is not good for the economy or the people. In this module , among other things you will learn to open your mind and develop skills such as networking, listening, handling meetings, negotiating, reading buying signals, dealing with rejections, influencing people and time management. In fact many skills which will be invaluable to you in whatever you do. We all have to be salespeople and negotiate at some stage in our lives; this module prepares you and gives you another vital tool in your armoury of live during life during and after university.

**Assessment Components**

Essay - Individual essay on the evolution of selling as an indicative part of the economy. 2000 words.

*Weighting 50%. The component receives a mark.*

Presentation - Role play involving the presentation of a report produced against a brief and a simulated negotiatio

*Weighting 50%. The component receives a mark.*

## **Assessment Rationale**

The assessment approach is designed to match the learning objectives of the module. The aim is that Students will be able to

Research the evolution of selling as an indicative part of a dynamic and competitive economy  
Appreciate the value, contribution and importance of the role of selling and negotiating to the success of any business  
(Assignment 1.)

Critically analyse the fundamentals and roles of selling in a variety of different business environments (Assignment 2)

Demonstrate teamwork and the application of creative ideas, selling techniques and solutions to selling problems (Assignment 2)

Demonstrate their competence in various different selling and negotiation situations for different products and services and formalise plans for tackling them in the most profitable and successful way (Assignment 2)  
Reflect on their tasks ( Brief Reflection after each assignment)

## **Reassessment Requirements**

Reassessment will be undertaken by individuals - the requirement will be to re-work any failed component.

Assignment 1 - Rework the Essay on the same brief

Assignment 2 - Students will be asked to rework the report and include at least 12 power point slides

## **Learning Outcomes**

- 1 - Explore the evolution of selling from historical origins to a considered craft across all businesses, large, medium and small. Profit and not-for-profit
- 2 - Demonstrate the importance of selling and negotiation as a key business tool for achieving competitive advantage offering more creativity, flexibility, problem-solving and other attributes that may contribute to the success and continuance of a business
- 3 - Understand different management styles and the relevance to the sales process and examine these elements in a real business scenario with a view to recommending possible future sales strategies
- 4 - Demonstrate an understanding of 'negotiating' as an ever changing and by necessity flexible process
- 5 - Demonstrate the ability to work in a team, and consider new business perspectives and strategies related to sales and negotiations
- 6 - Identify and solve the key challenges of developing a successful business opportunity
- 7 - Develop an integrative approach to achieve the above learning outcomes

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**Please note that assessment information is subject to change**

The module will focus on the analysis of the application of HRM practices within contemporary organisations. The module enables students to start to look critically at Human Resource Management as a body of theory and practice. Drawing on theoretical, empirical and case study material, students will explore key areas of HRM including how it is applied in the workplace and how workers, line managers and, indeed, HR professionals themselves are affected by and respond to HRM initiatives. The module will consider how a range of issues impact upon HRM including the legal framework and ethical issues. The module will consider how HRM is applied in different contexts including MNCs and SMEs.

**Assessment Components**

Essay 1 - Individual 2500 word essay.

*Weighting 50%. The component receives a mark.*

*The word limit is 2500.*

Other Coursework 1 - Assessed Individual Case Study

*Weighting 50%. The component receives a mark.*

*The word limit is 3000.*

**Assessment Rationale**

The assessment requires students to link the theoretical perspectives and empirical evidence considered within the module to practical examples.

An aggregated mark of 40% is required to pass the module. General credits (where appropriate) can be awarded grades between 30-39%.

**Reassessment Requirements**

Where the first assignment on the module is completed but the student fails to achieve a mark of 40% then that assignment can be re-submitted without loss of a formal re-assessment attempt. The maximum mark that can be achieved for a re-submission is 40%. Note that students MUST have attempted the assignment to benefit from in-course recovery.

Students who fail the module, ie obtain a module mark of less than 40 per cent, and who are ineligible for general credits, will be reassessed in the component(s) of assessment they have failed.

Reassessment is by means of a single piece of written work for each element failed.

**Learning Outcomes**

- 1 - To demonstrate an understanding of the role of HRM in contemporary organisations.
- 2 - To demonstrate an understanding of the key literature in the area.
- 3 - To understand and explain the values and assumptions that underlie different approaches to HRM.
- 4 - To make effective use of appropriate literature to locate specific HRM initiatives in key functional areas.
- 5 - To analyse the effects of these initiatives from the points of view of different organisational actors.
- 6 - To trace the outcomes of HRM for organisations and employees and to evaluate the benefits and tensions associated with HRM policies within organisations.
- 7 - To analyse case studies using relevant theories and empirical evidence.
- 8 - To demonstrate the ability to offer written and verbal argument that offers a critique of contemporary HRM practices.
- 9 - To understand how legal and ethical issues impact upon HRM.
- 10 - To understand how HRM is applied in different organisational contexts.

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**Please note that assessment information is subject to change**

LAWG2002 Business Law

Module Leader: Ian Kilbey

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Module Handbook Descriptor

This module is designed to supply the non-law student with an up to date working understanding of some of the major legal issues which arise in business. The module covers the formation and contents of contracts and the remedies for any breach of contract. The module also covers the law of negligence. The module starts by briefly introducing the English Legal system and types of business entity.

**Assessment Components**

Phase Test 1 - Multiple choice test - 30 minutes duration

*Weighting 30%. The component receives a mark.*

*The Duration is 30 minutes.*

Unseen Examination 1 - 90 minute examination - 2 out of 4 questions

*Weighting 70%. The component receives a mark.*

*The Duration is 90 minutes.*

**Assessment Rationale**

Assessment will be by a combination of:

an MCQ phase test, 30 minutes in duration, which will be machine marked.

Unseen Examination - 1.5 hours in duration which will be anonymously marked.

**Reassessment Requirements**

When a student fails to obtain an overall pass mark taking into account all the elements of assessment, the student will be required to re-present him/herself in each failed element, unless agreed otherwise by the Law Assessment Board.

**Learning Outcomes**

- 1 - To demonstrate an appropriate awareness of the way in which the law impacts upon modern business, in the guise of case law and statute
- 2 - To develop an appropriate understanding of contract and negligence law
- 3 - To demonstrate an appropriate ability to handle source material and evaluate the law relevant to the issues addressed by legal problem situations
- 4 - To demonstrate an appropriate capacity for analytic and deductive reasoning, particularly through the use of problem solving by way of case-study questions
- 5 - To demonstrate an appropriate ability to present competent and coherent written arguments.

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**Please note that assessment information is subject to change**

**Handbook Descriptor**

15 credits

Whether a student is from the UK or overseas, the module provides the background, topical issues, and techniques for marketing globally. All the concepts used are accompanied by contextual examples, giving students the ability to understand how the principles are applied. The International Marketing module equips students with an introductory view of the complexities of marketing and trading abroad, applying previously learned Marketing tools. On completion of this module you should understand the complexity of international marketing, the operation in different geographical environments, and the key terms and concepts associated with the international marketing literature.

The assessment will test the student's understanding of the International environment, their ability to analyse marketing opportunities in International Markets, their ability to develop marketing strategies, to design international marketing programmes, and to appreciate issues associated with managing the global marketing process. The phase test will encourage students to carry out further reading on the module to familiarise themselves with the key terms and concepts.

Once this initial understanding is gained, more in-depth application of concepts and techniques will be achieved through the second assessment, and the reflective report. The rationale, therefore, is for students to develop a good grounding in the key terms, concepts and theories, and then to develop their ability to apply the skills learnt. The assessment process is staggered to allow ongoing feedback to the student throughout the module.

**Assessment Components**

Other Coursework 1 - A 4,000-5,000 word report addressing an International Marketing issue (groups of 4 or 5)  
*Weighting 70%. The component receives a mark.*

Phase Test 1 - Phase test (40 questions in 45 minutes)  
*Weighting 30%. The component receives a mark.*

*The Duration is 45 minutes.*

## **Assessment Rationale**

The assessment is designed to encourage and motivate students to participate in the learning process, and achieve the stated learning outcomes.

Specifically, the assessment will test the student's understanding of the International environment, their ability to analyse marketing opportunities in International Markets, their ability to develop marketing strategies, to design international marketing programmes, and to appreciate issues associated with managing the global marketing process.

The multiple choice examinations encourage the students to carry out the initial reading on the module to familiarise themselves with the key terms and concepts. Once this initial understanding is gained, more in depth application of concepts and techniques will be achieved through short answer tests and case study work.. The rationale, therefore, is for students to develop a good grounding in the key terms, concepts and theories, and then to develop their ability to apply the skills learnt.

The assessment process is staggered to allow ongoing feedback to the student throughout the module.

## **Reassessment Requirements**

Students failing to achieve an aggregate grade of 40% across the various assessed components may be re-assessed during the summer re-assessment period.

Failure in the exam component will be re-assessed by another examination.

Failure in the coursework component will be re-assessed by an individually set assignment.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

## **Learning Outcomes**

- 1 - Explain the reasons for trade between nations, and the benefits and pitfalls of trade, free trade and fair trade.
- 2 - Discuss the issues of internationalisation/globalisation.
- 3 - Analysis of international marketing opportunities.
- 4 - Develop basic international marketing strategies.
- 5 - Construct simple international marketing programmes.

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**Please note that assessment information is subject to change**

The relationship between government and business is important both for the development and delivery of public policy and for the successful operation of businesses in Britain. This module examines the nature of the relationship and the interactions between government and business in Britain set within a wider European and Global context. Topics to be considered include: role of politics, markets and regulation, Globalisation, European business policy, business, the environment and sustainable development, Social responsibility and corporate governance, power of business, promotion of business competitiveness, e-business and e-government, rise of regulatory state, and the regulation of business activity. These and other topics will be developed through lectures, videos, case studies and interactive classes involving student presentations, groups and individual exercises. This module is designed for those students who are interested in how public policy is shaped by business needs and interests and those business students who want to understand the wider political and policy context within which business operates.

**Assessment Criteria:**

The Literature review is designed to test the ability of students to read and analyse a specific piece of academic literature. The report will provide the opportunity for students to undertake research, reading and discussion of designated topic in greater depth. This topic will come from government requests for public input into decision making processes. The exam enables students to review and integrate the material covered during the module.

Please note that assessment information is subject to change.

**Assessment Components**

Other Coursework 1 - Lit Review - 1000 word review of designated literature

*Weighting 20%. The component receives a mark.*

*The word limit is 1000.*

Report 1 - 2000 word Report

*Weighting 30%. The component receives a mark.*

*The word limit is 2000.*

Unseen Examination 1 - Unseen Exam - Answer two questions - 2 hours

*Weighting 50%. The component receives a mark.*

*The Duration is 120 minutes.*

## **Assessment Rationale**

The Literature review is designed to test the ability of students to read and analyse a specific piece of academic, topical or official literature. The report will provide the opportunity for students to undertake research, reading and discussion of designated topic in greater depth. The choice of topics will be taken from government case studies government requests for public input into policy proposals. The exam enables students to review and integrate the material covered during the module.

## **Reassessment Requirements**

Failed students will be reassessed in the failed components only, but with a new piece of assessment.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

## **Learning Outcomes**

- 1 - Identify and examine critically the nature, mechanisms and dynamics of government business relations in Britain,
- 2 - Understand how this relationship has been shaped by European and Global developments, by changing ideas about the role of the state, markets and governance and by growing environmental concerns and technological innovations,
- 3 - Utilise a range of approaches and concepts to analyse current issues and developments relating to the government business interface,
- 4 - Survey the published literature and identify, assess and retrieve information from a variety of public and private sector publications and electronic sources,
- 5 - Present information and conclusions that evaluate specific concepts, issues, developments and case studies government business relations in written and/or oral form to a prescribed format and deadline.

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