

# UNIVERSITY OF PLYMOUTH MODULE RECORD

**Module Code: BUS140**

**Credits: 10**

**Level : 1**

**Module Title : Business Studies**

**Pre-Requisites : /**

**Co - Requisites : /**

**If Linked, Module linked to : /**

**Short Module Descriptor - (Maximum four lines 9pt print):**

An introductory module which provides the basic tools of analysis of organisations and the context in which they operate. Case studies of appropriate organisations are dissected to illustrate the usefulness of the tools and the complex interaction of context and organisation

**Elements of Assessment**

COURSEWORK 30 %      EXAMINATION 70 %      EoM TEST           %

**Module Aims :**

- To provide non specialists with a solid introduction to the subject of organisational structures and systems,
- To introduce simple tools of analysis that explain the linkages between different business activities,
- To use tools of analysis to examine the relevance of the context in which organisations operate,
- To examine organisational efficiency and competitiveness from a technological and engineering point of view.

**Skills Elements :**

- Selection and application of appropriate analytical tools to analyse organisational problems,
- Information collection, analysis, sorting, filing and retrieval from a variety of web-based and library-based sources,
- Group analysis, preparation, reasoning, discussion, presentation and communication.

**Objectives / Learning Outcomes :**

Upon successful completion of this module the student will be able to:

- Relate technological and engineering skills to the requirements of a competitive business environment,
- Select and apply appropriate tools of analysis to organisational case studies, in order to understand both the way in which the organisation is structured and the key drivers in the organisation's environment,
- View of organisations as complex interactive systems,
- Research, select and apply appropriate material from a broad range of sources,

**Indicative Syllabus Content :**

- Organisations as Systems, organisations as legal entities
- Organisational Functions: purchasing, logistics, R&D, operations, sales, marketing, servicing, human resource management,
- The Organisational Context or Environment: tools of analysis, PEST, key drivers,
- The Competitive Context: Porter's Five Forces, internationalisation
- Stakeholder Analysis,
- The Impact of e-Business: organisational structures, functions and context

**Please complete the information below**

**Faculty: PBS**

**Dept: BEAM**

**Partner Institution: N/A**

**Module Leader:**  
L Butel

**Subject Group: Operations and Strategy**

**Term: Spring**

Registry Use Only

VALIDATION- DATE OF APPROVAL:

DATE OF IMPLEMENTATION :

DATES(S) OF APPROVED CHANGES:

ASC:

FEEBAND :

RESOURCE UNITS :