

# UNIVERSITY OF PLYMOUTH MODULE RECORD

<b>Module Code:</b> BUS228	<b>Credits:</b> 10	<b>Level :</b> 2
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**Module Title :** Business Dynamics

**Pre-Requisites :** /

**Co - Requisites :** /

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

**Short Module Descriptor** - (Maximum four lines 9pt print):  
 An introduction to the dynamic forces that exist within organisations and the context or environment in which they operate. This module looks at how the changing business context provides opportunities for organisations to improve their efficiency and competitiveness. It looks at how organisations can anticipate the changes required and how they can manage the change process.

<b>Elements of Assessment</b>		
<u>COURSEWORK</u> 100 %	<u>EXAMINATION</u> %	<u>EoM TEST</u> %

- Module Aims :**
- To evaluate the contribution of each of the key functional areas to an organisation's overall effectiveness,
  - To examine the interaction of the functional areas of organisations
  - To appraise the role of technological change in driving environmental or contextual change,
  - To examine the role of technology in driving both process and product or service innovation and change in organisations,
  - To introduce simple methods of initiating, monitoring and managing change

**Skills Elements :**

- Objectives / Learning Outcomes :**  
 Upon successful completion of this module the student will be able to:
- Assess the impact of key environmental drivers on a given organisation's chosen policies
  - Evaluate the efficiency of an organisation's key functional areas
  - Identify where appropriate technological change could contribute to greater organisational efficiency and competitiveness
  - Develop appropriate business plans
  - Manage simple projects

- Indicative Syllabus Content :**
- Environmental Threats and Opportunities
  - Competition and Change
  - Competitive Advantage: development and maintenance
  - Research and Development, Innovation Management
  - Marketing Mix
  - Operations Management
  - Logistics
  - Human Resources
  - Business Planning
  - Management of Projects

**Please complete the information below**

<b>Faculty:</b> PBS	<b>Dept:</b> DIB	<b>Partner Institution:</b> N/A
<b>Module Leader:</b>	<b>Subject Group:</b> Operations and Strategy	<b>Term:</b> 1

Registry Use Only

VALIDATION- DATE OF APPROVAL: \_\_\_\_\_ DATE OF IMPLEMENTATION : \_\_\_\_\_  
 DATES(S) OF APPROVED CHANGES: \_\_\_\_\_

ASC:	FEEBAND :	RESOURCE UNITS :
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