

Business Fundamentals Course Descriptor

Course Title	Business Fundamentals	Faculty	EDGE Innovation Unit (London)
Course code	NCHNAL470	Teaching Period	This course will typically be delivered over a 6-week period.
Credit points	15	Date approved	March 2021
FHEQ level	4		
Compulsory/ Optional	Compulsory		
Prerequisites	None		
Co-requisites	None		

Course Summary

This course will familiarise students with the contemporary world of business. It introduces legal, political, ethical, and social citizenship foundations and theories that businesses and nonprofit organisations are built upon. The course exposes students to the various business disciplines and the role these disciplines play in an organisation. Several quantitative fundamentals and tools for ethical and socially responsible business decision making are described. The course integrates critical issues affecting the world of business from both a national and international perspective. Students will have the opportunity to develop basic business literacy within an ethical context.

Course Aims

- Train students in current theories regarding business, government, & nonprofit organisations, how they work & how they are interrelated.
- Train students in theories of human behaviour as they relate to global economics, corporate social responsibility, leadership & consumer behaviour.

- Give students the tools to identify & describe moral, ethical & organisational elements of business.
- Give students the tools to apply ethical theories in the context of business, government or nonprofit decision making.

Learning Outcomes

On successful completion of the course, students will be able to:

Knowledge and Understanding

- K1a Understand how businesses share and communicate industry, government, ethical, legal and company standards and policies.
- K2a Have knowledge and understanding of the basic elements of each business discipline.
- K3a Understand the drivers for business, government and nonprofit organisations and how they may compete.

Subject Specific Skills

- S1a Review case studies and apply this knowledge to identify the advantages and disadvantages of how organisations are structured.
- S2a Apply basic quantitative & qualitative business information and tools to understand organisations and their goals.
- S3a Evaluate the impact of global issues on businesses, governments & nonprofits.

Transferable and Professional Skills

- T1a Analyse, evaluate and correctly interpret data within the context of this area of study.
- T2a Evaluate and interpret information from a variety of sources to formulate and support a well-reasoned and structured line of argument.
- T3ai Communicate clearly and logically.

- T3aii Display a developing technical proficiency in written English and an ability to communicate clearly and accurately in structured and coherent pieces of writing.

Teaching and Learning

This is an e-learning course, taught throughout the year.

This course can be offered as a standalone short course.

Teaching and learning strategies for this course will include:

- On-line learning
- On-line discussion groups
- On-line assessment

Course information and supplementary materials will be available on the University's Virtual Learning Environment (VLE).

Students are required to attend and participate in all the formal and timetabled sessions for this course. Students are also expected to manage their self-directed learning and independent study in support of the course.

The course learning and teaching hours will be structured as follows:

- Learning and teaching (6 days x 8 hours) = 48 hours
- Independent study = 102 hours

Indicative total learning hours for this course: 150 hours

Assignments (see below) will be completed as part of private study.

Assessment

Formative

Students will be formatively assessed during the course by means of set assignments. These will not count towards the final degree but will provide students with developmental feedback.

Summative

AE	Assessment Type	Weighting	Online submission	Duration	Length
1	Written assignment	50%	Yes	N/A	2,000 words +/- 10% excluding data tables
2	Written assignment	50%	Yes	N/A	2,000 words +/- 10% excluding data tables

The summative assessment will be assessed in accordance with the assessment aims set out in the programme specification.

Feedback

Students will receive formal feedback in a variety of ways: written (via email or VLE correspondence) and indirectly through online discussion groups. Students will also attend a formal meeting with their Mentor. These reviews will monitor and evaluate the student's progress.

Indicative Reading

Note: Comprehensive and current reading lists for courses are produced annually in the Course Syllabus or other documentation provided to students; the indicative reading list provided below is used as part of the approval/modification process only.

Books

Needle, J., and Burns, J., (2019). *Business in Context: An Introduction to Business and its Environment*, Cengage Learning EMEA

Wall, S., (2001), *Introduction to International Business*, Harlow; New York: Financial Times/Prentice Hall

Jones, L. (2019), *Introduction to Business Law*, Oxford: Oxford University Press

Journals

Students are encouraged to read material from relevant journals on business best practices and industry standards as directed by their course trainer.

Electronic Resources

Students are encouraged to consult websites on business best practices and industry standards.

Indicative Topics

- Legal, Social Citizenship & Technological Foundations of Business
- Goods & Services and Quantitative Fundamentals for Decision Making
- Business Value Chain & Management Activities

Title: NCHNAL470 Business Fundamentals Course Descriptor					
Approved by: Academic Board					
Location: Academic Handbook/Programme specifications and Handbooks/ Undergraduate Online Programmes/Applied BSc (Hons) Digital & Technology Solutions/Course Descriptors					
Version number	Date approved	Date published	Owner	Proposed next review date	Modification (As per AQF4) & category number
3.0	December 2022	December 2022	Dr Yu-Chun Pan	June 2026	Category 3: Change to Teaching and Learning Strategy; Change to English Proficiency Learning Outcome Category 1: Corrections/clarifications to documents which do not change approved content or learning outcomes
2.1	July 2022	August 2022	Scott Wildman	June 2026	Category 1: Corrections/clarifications to documents which do not change approved content or learning outcomes
2.0	January 2022	April 2022	Scott Wildman	June 2026	Category 3: Changes to Learning Outcomes
1.0	March 2021	-	Scott Wildman	March 2026	