# C17EC Enterprise and its Business Environment

## COURSE DETAILS
- **Course Code:** C17EC
- **Full Course Title:** Enterprise and its Business Environment
- **SCQF Level:** 7
- **SCAF Credits:** 15
- **Available as Elective:** Yes

## DELIVERY LEVEL
- **Undergraduate:** Yes
- **Postgraduate Taught:** No
- **Postgraduate Research:** No

## COURSE AIMS
- To enable students to acquire and develop understanding, knowledge and skills related to business management
- To develop student knowledge of the internal environment of the enterprise and its operations
- Based on a value chain framework the course examines how businesses are organised to seek to fit internal and external operating environments.
- To develop understanding of organisational forms and structures
- To introduce students to the marketing function and business planning.
- To develop student understanding of the interconnectedness between core elements of the business and its operation
- To enhance business skills via an understanding of the practical application of theoretical knowledge through assessment and guest speakers (As available).
- To assist the development of skills (particularly critical evaluation of academic research, diagnostic, problem solving, team/group working, communication, written, presentation and IT skills) through the both formative classroom based work and summative assessment

## LEARNING OUTCOMES – SUBJECT MASTERY

Students will gain skills in the following areas:

- The ability to analyse, evaluate, and report on the internal organisation of business and to contextualise this knowledge within the broader market.
- The development and application of problem-solving skills to a range of theoretical and practical challenges.

Students will gain skills in the following areas:

- The ability to apply management frameworks and theoretical concepts to a case study organisation (linking theory to practice).
- The ability to research and select secondary research into business management trends both independently and in groups (specifically through the coursework component of the module).
- The ability to critically evaluate and assess empirical and theoretical evidence from management research.

## LEARNING OUTCOMES – PERSONAL ABILITIES
Students gain the opportunity to develop their personal ability in the following areas:

- The opportunity to develop insight into a range of business practice through case study and practitioner talks.

Students gain the opportunity to develop their personal ability in the following areas:

- The ability to transfer theoretical and practical problem-solving skills to a variety of contexts.
- The ability to work independently and as part of a group. Tasks might include tutorial discussion and debate.

Students gain the opportunity to develop their personal ability in the following areas:

- The ability to communicate and present ideas effectively by verbal and written means.
- The ability to develop an interest in current developments in business management
- The ability to know how to use a range of online sources of knowledge through both library databases and WWW.

SYLLABUS

The indicative syllabus includes but is not limited to the following:

- Business plans
- The marketing function
- The entrepreneur
- Innovation
- The human element
- Operations, logistics and the value chain.

Other Assessment information:-

Examination: "Exemptions to examination will be granted in accordance with SML policy. Examination will be required to be taken if: (a) any part of the coursework is incomplete and/or the average coursework mark is less than 65% OR (b) examination is required for professional accreditation."

COURSE RELATIONSHIPS

N/A

LOCATION AND ASSESSMENT METHODS

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