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."

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