C17GE Enterprise and its Business Environment (GA)

COURSE DETAILS
Course Code: C17GE
Full Course Title: Enterprise and its Business Environment (GA)
SCQF Level: 7
SCAF Credits: 15
Available as Elective: No

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 work based learning/assessment
• 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 the employer's or 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).
C17GE Enterprise and its Business Environment (GA)

- 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 practices.

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.

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 and other sources of knowledge.

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

COURSE RELATIONSHIPS

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LOCATION AND ASSESSMENT METHODS

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Page | 2 of 3
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