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
Additional Information:

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).
- 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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