

H6INBUS: Introduction to Business

Module Code:	H6INBUS
Long Title	Introduction to Business APPROVED
Title	Introduction to Business
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	10
Module Coordinator:	JIMMY HILL
Module Author:	ROSALIND BEERE
Departments:	
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	LO 1. On successful completion of this module, students will be able to:
LO2	LO 2. Describe the principles of business organisation, administration, managerial functioning and processes
LO3	LO 3. Explain the principles and concepts of the key functional areas of a business
LO4	LO 4. Develop an understanding of business development in a national and international context
LO5	LO 5. Develop an understanding of the nature of functional integration and the functions of business in an a national and international context
LO6	LO 6. Describe the requirement for financial and business planning to maximise business potential
LO7	LO 7. Students will research, develop, write and present a project based on a management issue in a modern business environment
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Types of business (15%) • Business sectors and organisation • Business and Government • National and International business • Capital and business planning			
Sales and Marketing (20%) • Introduction to Marketing and the objectives of the Sales & Marketing function • eMarketing techniques • Market /Customer Segmentation • Consumer/Buyer Behaviour • Sales/Marketing Philosophy • Sales/Marketing Mix • Promotion methodologies • Market Research			
Finance (20%) • The Accounting function & the Non-Accountant • The objectives of the finance function and the role of the financial controller • The investment - financing and dividend decisions • Working Capital • Short Term, Medium Term & Long Term Finance • The purpose, nature and characteristics of accounting information • Accounting information and managerial decision-making			
Operations and Production (15%) • The Production function • Service sector organisations • Planning & Control • Production Types and Categories • World Class Business • An Introduction to quality • What quality means to the customer, developing quality standards • The quality cycle			
Human Resources (15%) Innovation, Research and Development (15%) • Innovation and Intrapreneurship in the organisation • The principles of Research and Development • Functions of Research & Development • The use of Research and Development information • Research and Development and business development • Intellectual property			
Teaching methodology The learning strategy involves the use of lectures, case studies, class discussions and video as appropriate. Lectures provide a framework and introduction to each topic covered, this will be supplemented by discussion and application of theory through the other methods mentioned. Each topic is further developed in specific recommended readings which are essential for learning and effective performance in the assessments.			
Assessment Breakdown			%
Coursework			50.00%
End of Module Assessment			50.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Project	% of total:	30
Assessment Date:	Sem 1 End	Outcome addressed:	1,2,3,4,5,6,7
Non-Marked:	No		
Assessment Description: case study			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	50
Assessment Date:	End-of-Semester	Outcome addressed:	
Non-Marked:	No		
Assessment Description: End-of-Semester Final Examination			
No Workplace Assessment			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	4	Every Week	4.00
Tutorial	No Description	2	Every Week	2.00
Total Weekly Contact Hours				6.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2	Every Week	2.00
Tutorial	No Description	2	Every Week	2.00
Total Weekly Contact Hours				4.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Naylor, J.. (2004), Management., 2nd ed. FT Prentice Hall..</p> <p>Griffin, R.W.,. (2005), Management., 8th ed. Houghton Mifflin,, Boston.</p> <p>Tiernan, S.D., Morley, M.J., & Foley, E.,. (2006), Modern ManagementTheory & Practice for Irish Students, 3rd edition. Gill & Macmillan.</p>	
<i>Supplementary Book Resources</i>	
<p>Certo, S.C. (2002), Modern Management, 9th ed. Prentice Hall..</p> <p>Drucker, P.. (1999), Management Challenges for the 21st Century., . Butterworth-Heinemann..</p> <p>Evans, P. & Wurster, T.S.. (2000), Blown to bits, how the economics of information transform strategy., . Harvard Business School Press,, Boston.</p> <p>Kotter, J.. (2002), Leading Change, Harvard Business Review.</p> <p>Covey, S. (1992), The Seven Habits of Highly Effective People., Prentice Hall.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	