

Proposal Form for New or Revised Modules (MA1 - version 7 - April 2014)

Approval information	
Approval Type	<input checked="" type="checkbox"/> New module <input type="checkbox"/> Revised module <input type="checkbox"/> Discontinue module
Date of Introduction/Change	01/10/2018
If new, does this module replace another? If so, enter module code and title:	No
If revised/discontinued, please outline the rationale for the changes:	n/a
Confirmation that affected departments have been consulted:	School of Engineering and WMG have been consulted via CMAC.

Module Summary	
1. Module Code (if known)	ES1A2
2. Module Title	Introduction to Business Management
3a. Lead department:	School of Engineering
3b. Teaching Split (if known):	100% School of Engineering
4. Name of module leader	Professor Gill Cooke
5. Level	UG: <input checked="" type="checkbox"/> Level 4 (Certificate) <input type="checkbox"/> Level 5 (Intermediate) <input type="checkbox"/> Level 6 (Honours) PG: <input type="checkbox"/> Level 7 (Masters) <input type="checkbox"/> Level 8 (Doctoral) See Guidance Notes for relationship to years of study
6. Credit value(s) (CATS)	15

Module Summary	
7. Principal Module Aims	The aim of this module is to provide the students, with an appreciation of some of the practical problems and issues involved in competitively managing an engineering business. The module presents a systems view of the firm or business, consistent with many engineering models, where a collection of inputs are transformed into outputs which are valued by the customer. For the purposes of this module an engineering business is simply defined as a business that employs at least one engineer. The business could deliver a product or a service, it could be any size from a single consulting engineer to a global corporation and it can take a variety of legal forms from sole trader to public limited company.
8. Principal Learning Outcomes	By the end of the module the student should be able to: <ul style="list-style-type: none"> • Appreciate the impact of economic factors on the competitive performance of a business. • Evaluate the positioning of a business within its market and economic environment and construct recommendations for its strategic development. • Understand the process and importance of strategic marketing. • Understand the process and importance of management accounting and costing. • Appreciate the importance to a company of having a balanced portfolio of products. • Identify and apply knowledge to demonstrate an understanding of the context of own work/practice. • Demonstrate written, graphical and oral communication skills for identified work/practice and/or academic audiences.
9. Timetabled Teaching Activities (summary)	Learning activity is scheduled as 24 weeks, comprising of formally timetabled sessions and student-led activities. Intensive timetabled activity comprising of: 21 hours of lectures, 2 hours of computer-based test, 2 hours of tutorials, 3 hours of examples classes, 2 hours of revision classes, 3 hours external visit. Total 33 hours.
10. Departmental Web-link	http://moodle.warwick.ac.uk/course/

Module Summary	
11. Other essential notes	Advice and feedback are available for answering questions on the lecture material, via online web-forum based in module support Moodle pages.
12. Assessment methods (summary)	20% computer-based test 60% work-based analysis report (maximum 12 pages) 20% work-based analysis oral presentation.

For use by Strategic Planning and Analytics Office only - Do not fill in this section

Level	JACS3 Code	Teaching Split
		<i>If not provided in 3b above</i>

External Credit Level		Scheme	

Module Context				
13. Please list all departments involved in the teaching of this module. If taught by more than one department, please indicate percentage split.				
School of Engineering (100%)				
14. Availability of module				
Degree Code	Title	Study Year	C/OC/A/B/C	Credits
TBC	BEng Civil and Infrastructure Engineering	1	CORE	15
15. Minimum number of registered students required for module to run				
1 (Core)				
16. Pre- and Post-Requisite Modules				
None				

Module Content and Teaching	
17. Teaching and Learning Activities (<i>totals for module – please see guidance</i>)	
Module duration (weeks)	24
Lectures	21 hours
Seminars	None
Tutorials	2 hours
Project Supervision	None
Demonstration	None
Practical Class/Workshops	None
Supervised time in studio/workshop	None
Fieldwork	None
External visits	3 hours
Work based learning	None
Placement	None
Year abroad	None
Other activity (<i>please describe</i>): e.g. distance-learning, intensive weekend teaching etc.	2 hours revision lectures 3x2 hours of examples class 1x2 hours computer-based test 2 hours of tutorials 117 hours of guided independent learning (including VLE use and support from Employer)
18. Assessment Method (Standard)	

Module Content and Teaching		
Type of assessment	Length	% weighting
Written Examinations		
Practical Examinations		
Assessed essays/coursework	Computer-based test	20
	Work-based analysis report (max. 12 pages)	60
	Work-based analysis oral Presentation	20
18a. Final chronological assessment (<i>please see guidance</i>)		

19. Methods for providing feedback on assessment.

- Cohort-level feedback on computer-based test.
- Feedback on work-based analysis, for report and presentation.
- Support through advice and feedback hours.

20. Outline Syllabus

Economics;

Development of economies; agriculture based; manufacturing based, service and knowledge based.

External economic influences on competitiveness including:

- Macroeconomics and its impact on business - economic activity, inflation, exchange rates and interest rates.
- Markets - nature & structure, perfect competition, imperfect competition, monopoly.
- Government – regulation / legislation, taxes / subsidies, industrial policy.
- Infrastructure - finance, transport network, business network (clusters), university-industry links.
- Internal competitiveness of the business in terms of price factors and non-price factors.

Structure of Industry;

Types of industry in terms of product, size, ownership, technology.

The changing face of industry - globalisation, consolidation; the knowledge base; information systems; e-commerce; regeneration; infrastructure.

The changing nature of business-to-business relationships and the impact of these on the nature of competition; joint ventures; partnering; alliances, supply chains and networks.

Different forms of business - sole trader, partnership, limited company, public limited company.

Introduction to business strategy and the role of functional strategies.

Ethics - an understanding of ethics associated with business and management activity.

Understanding organisations – organisation structure and theory; organisational differences between consulting engineers; contractors; subcontractors and suppliers.

Marketing;

Buyer behaviour - from that of the consumer/customer to the organisational purchasing role within the contractor or supplier.

The marketing mix - Product, Price, Place, Packaging and Promotion.

Marketing research and multi-media marketing. Sales forecasting techniques. Defining problems, collection of data, and analysis of findings. Development of e-commerce, electronic transference and its uses.

Marketing segmentation. Targeting and positioning. How can /should Contractors diversify?

Whole Life Cycle and the importance to a company of having a balanced portfolio of activities/services.

Introduction to Management Accounting and Costing;

Sources of finance for business and projects. Capital investment appraisal techniques.

Estimating costs and profits for one-off projects such as new products; civil projects; constructions; engineering services. Estimation techniques. Sources of data. Break-even analysis.

Life cycle costing;

Estimating costs and profits in business. Costs for decision-making; nature of costs; marginal costing; throughput accounting. Allocation of overheads; standard costing, absorption costing; activity-based costing.

Managing costs – budgets and variance analysis.

21. Illustrative Bibliography

The Business Environment, 7th Edition by Palmer, Publ. McGraw Hill 2011
 Principles and Practice of Marketing, 8th Edition by Jobber, Publ. McGraw Hill, 2016
 Foundations of Economics, 5th Edition by Begg, Publ. McGraw Hill 2013
 Operations and Supply Chain Management, 15th Edition by Jacobs, Chase, Publ. McGraw Hill 2017
 Accounting: Understanding and Practice, 4th Edition by Perks, Leiwyl Publ. McGraw Hill 2013
 (Chapters taken from all above texts constitute the custom core text book compiled for this course).

22. Learning outcomes

Successful completion of the module leads to the learning outcomes. The learning outcomes identify the knowledge, skills and attributes developed by the module.

Learning Outcomes should be presented in the format "By the end of the module students should be able to..." using the table at the end of the module approval form:

Resources

23. List any additional requirements and indicate the outcome of any discussions about these.

N/A

Approval	
24. Module leader's signature	Professor Gill Cooke
25. Date of approval	21 March 2018
26. Name of Approving Committee (include minute reference if applicable)	School of Engineering and WMG Course and Module Approval Committee (CMAC) Minute 175-17/18
27. Chair of Committee's signature	Professor Gillian Cooke
28. Head of Department(s) Signature	Professor David Towers

Examination Information		
A1. Name of examiner (if different from module leader)		
A2. Indicate all available methods of assessment in the table below		
% Examined	% Assessed by other methods	Length of examination paper
	20% Computer-based 60% Work-based Analysis Report (max. 12 pages) 20% Work-based Analysis Oral Presentation	
A3. Will this module be examined together with any other module (sectioned paper)? If so, please give details below.		
n/a		
A4. How many papers will the module be examined by?	<input type="checkbox"/> 1 paper <input type="checkbox"/> 2 papers	
A5. When would you wish the exam take place (e.g. Jan, April, Summer)?	n/a	
A6. Is reading time required?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
A7. Please specify any special exam timetable arrangements.		
N/A		
A8. Stationery requirements		
No. of Answer books?	n/a	
Graph paper?	n/a	
Calculator?	n/a	
Any other special stationery requirements (e.g. Data books, tables etc)?	n/a	
A9. Type of examination paper		
Seen?	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Examination Information	
Open Book?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Restricted?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If restricted, please provide a list of permitted texts:	

LEARNING OUTCOMES		
(By the end of the module the student should be able to....)	Which teaching and learning methods enable students to achieve this learning outcome? (reference activities in section 15)	Which summative assessment method(s) will measure the achievement of this learning outcome? (reference activities in section 16)
Appreciate the impact of economic factors on the competitive performance of a business.	Lectures, tutorials, example classes.	Work-based analysis report and computer-based test.
Evaluate the positioning of a business within its market and economic environment and construct recommendations for its strategic development.	Lectures, tutorials, example classes, external visit.	Work-based analysis report.
Understand the process and importance of strategic marketing.	Lectures, tutorials, example classes.	Computer-based test.
Understand the process and importance of management accounting and costing.	Lectures, tutorials, example classes, external visit.	Work-based analysis report, computer-based test.
Appreciate the importance to a company of having a balanced portfolio of products.	Lectures, tutorials, example classes, external visit.	Work-based analysis report.
Identify and apply knowledge to demonstrate an understanding of the context of own work/practice.	Lectures, tutorials, example classes.	Work-based analysis presentation and report.
Demonstrate written, graphical and oral communication skills for identified work/practice and/or academic audiences.	Lectures, tutorials, example classes.	Work-based analysis presentation and report.