

Module Descriptor Definitive Document

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| Module Code | BSNF52 |
| Version | 1 |
| Module Title | Introduction to Organisations |
| Credits | 20 |
| Valid From | January 2025 |
| Status | Validated |
| Subject Board | BSN |
| HECoS Code | 100097 |
| Academic Level (FHEQ) | 3 |
| Study Period | A |
| Prerequisites and co-requisites | N/A |
| Not available to students taking/having taken | N/A |

Content (Indicative)

This module provides an introduction to the study of business and enterprise, and innovation and will include the following content:

- Key concepts related to business and enterprise.
- Challenging stereotypes and discourse regarding business, enterprise, entrepreneurship and innovation.
- Global, national and local businesses, enterprises, entrepreneurs and innovations.

Teaching and Learning Experience

- Guided Independent Study
- Lectures
- Seminars

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Explain the key terms of business, enterprise, entrepreneurship and innovation.
2. Identify examples of businesses, enterprises, entrepreneurs and innovators within global, national and local contexts.
3. Discuss differing environments in which business and entrepreneurship succeed and are challenged.
4. Understand stereotypes and discourse surrounding business and entrepreneurship.

Assessment

| Assessment Task | Weighting | Module Learning Outcomes Assessed |
|-----------------|-----------|-----------------------------------|
| Podcast | 50% | 1, 4 |
| Case study | 50% | 2, 3 |

Indicative reading

Books

Cottrell, S. (2017) Critical Thinking Skills: Effective Analysis, Argument and Reflection (Palgrave Study Skills), 3rd Edition, Palgrave: UK.

Cottrell, S. (2013) The Study Skills Handbook (Palgrave Study Skills), 4th Edition, Palgrave: UK.

Pears, R. (2016) Cite Them Right: The Essential Referencing Guide (Palgrave Study Skills), Palgrave: UK.

Journals

International Journal of Entrepreneurial Behaviour & Research

Websites

<http://www.citethemrightonline.com/>

<http://www.academicskills.marjon.ac.uk>

<http://he.palgrave.com/studentstudyskills>

<http://www.ucas.com/ucas/undergraduate/preparing-your-studies/study-skills-guide>