

## Module Descriptor Definitive Document

<b>Module Code</b>	BSNF54
<b>Version</b>	1
<b>Module Title</b>	Principles of Business
<b>Credits</b>	20
<b>Valid From</b>	January 2025
<b>Status</b>	Validated
<b>Subject Board</b>	BSN
<b>HECoS Code</b>	100097
<b>Academic Level (FHEQ)</b>	3
<b>Study Period</b>	B
<b>Prerequisites and co-requisites</b>	N/A
<b>Not available to students taking/having taken</b>	N/A

### Content (Indicative)

This module provides an essential introduction to the fundamental principles of business for foundation year students. It covers the basic concepts, functions, and structures of businesses, alongside key areas such as marketing, finance, operations, and human resource management. Through theoretical learning and practical case studies, students will develop the foundational knowledge and skills needed to succeed in further business studies.

### 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 basic concepts of business and its role in society, including different types of business ownership.
2. Identify the main functions within a business and describe how they contribute to organisational success.
3. Understand the principal actions of marketing, finance, people management and other business operation functions.

## Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Group Podcast	100%	1,2,3

## Indicative reading

### Books

Bovee, C. L., & Thill, J. V. (Latest Edition). *Business in action*. Pearson.

Worthington, I., & Britton, C. (Latest Edition). *The business environment*. Pearson.

Kotler, P., & Armstrong, G. (Latest Edition). *Principles of marketing*. Pearson.

Atrill, P., & McLaney, E. (Latest Edition). *Accounting and finance for non-specialists*. Pearson.

Slack, N., Brandon-Jones, A., & Johnston, R. (Latest Edition). *Operations management*. Pearson.

Dessler, G. (Latest Edition). *Human resource management*. Pearson.

### Journals

International Journal of Entrepreneurial Behaviour & Research

### Websites

CMI