1. **Title of the module**

FOUN0033 (LZ033) Introductory European and International Business for University

1. **School or partner institution which will be responsible for management of the module**

Centre for English and World Languages

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 3

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

**Autumn Start:** Autumn Term

**Spring Start:** Spring Term

1. **Prerequisite and co-requisite modules**

Co-requisite modules include: FOUN0036 Academic Skills Development (15 credits) and either FOUN0035 Foundation Project (15 credits) OR FOUN0037 English for Academic Study (15 credits)

1. **The programmes of study to which the module contributes**

International foundation Programme and JYA English Plus

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 use and apply appropriate techniques and models to deal with business and management problems.

8.2 identify and explain causal relationships in the explanation of marketing phenomena.

8.3 understand and apply operational concepts and terminology accurately and appropriately.

8.4 demonstrate knowledge and understanding of a range of market research problems and proposed solutions.

8.5. identify the assumptions underlying business theories.

8.6 evaluate policy responses to a range of management issues and problems.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 construct a sustained, logical argument in essay form, using appropriate evidence to illustrate and support arguments.

9.2 take into account alternative perspectives and demonstrate balance as a basis for reaching a reasoned conclusion.

9.3 identify and analyse the requirements of questions and to select material to enable them to produce concise and relevant responses within time constraints.

9.4. research topics in depth to obtain material and evidence to support a sustained argument.

9.5 work effectively as a group

1. **A synopsis of the curriculum**

The module will deal with alternative solutions to the problem of business resource allocation leading to consideration of the operation of the marketing function and how the decisions and actions of managers are co-ordinated. Operational systems will be evaluated including treatment of circumstances in which management techniques are considered to fail. Financial failure will also be analysed utilising the ratio analysis techniques developed.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Boddy, D & Paton, S. (2011) *Management: An Introduction* (5th edition), Harlow: Financial times Prentice Hall.

Hall, D., et al (2008). *Business Studies*, London: Pearson.

Kotler, P., Armstrong, G., (2014) *Principles of Marketing* (15th edition), Boston: Pearson.

1. **Learning and teaching methods**

Total contact hours: 44

Private study hours: 106

Total Study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Written Assignment (1200 words) (25%)

Group Presentation (10 -15 minutes) (15%)

In Course Test (45 minutes) (10%)

Exam (2 hours) (50%)

JYA English Plus alternative assessment in lieu of exam

Written Assignment (1500 words) (50%)

13.2 Reassessment methods

Reassessment Instrument: 100% coursework (JYA English Plus 100% coursework)

1. ***Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)***

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 8.6 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |
| Private Study |  | X |  | X | X | X | X |  | X | X | X |
| Weekly two-hour lecture | X | X | X | X | X |  |  | X |  |  |  |
| Weekly one-hour seminar | X | X | X | X |  | X | X | X | X |  |  |
| Weekly one-hour workshop | X | X | X | X |  | X | X | X | X |  | X |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |
| Written assignment | X | X | X | X | X |  | X |  |  | X |  |
| In-course Test | X | X | X | X |  |  | X | X | X | X |  |
| Group Presentation | X |  | X |  | X | X |  | X |  | X | X |
| Exam | X | X | X | X | X | X | X | X | X | X |  |
| JYA alternative assessment | X | X | X | X | X | X | X | X | X | X |  |

1. **Inclusive module design**

The Centre recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

This module encourages students to investigate a range of business theories, including managing internationally, organisation cultures and contexts and management for the present and the future, in international contexts. Students can draw on their own direct experiences and knowledge to show how economic concepts and theories can be applied making the course more accessible to students from a wide range of backgrounds. Discussion in workshops and seminars will help students learn ideas from different cultures. Written assignments specifically asks students to consider business methods in both developed and developing countries and to use a European country as the platform for drawing up a training and development schedule.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| Date approved | Major/minor revision | Start date of delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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