

Assignment Brief

Module Title:	Introduction to Business studies	Module Code:	FY021
Assignment No/Title:	Coursework 1 - Portfolio	Assessment Weighting:	100%
Submission Date:	TBC	Feedback Target Date:	
Module Co-ordinator/ Tutor:			

Submission Instructions:

This assignment is to be submitted electronically using Blackboard

- This assignment must be submitted electronically by 2pm on the submission date**
- To submit electronically you must upload your work to the e-submission area within the Blackboard module concerned. Click *Submit> Browse* (find the correct file to upload) *Upload> Submit*
- You can resubmit your work as many times as you like until the deadline. If you choose to resubmit, your earlier submission will be replaced, and you will NOT receive an Originality Report until 24 hours from when the submission was made.
- You will receive a digital receipt as proof of submission. This will be sent to your Bucks e-mail address; please keep this for reference.
- You are reminded of the University's regulations on cheating and plagiarism. In submitting your assignment you are acknowledging that you have read and understood these regulations.
- Late submission within 10 working days of the deadline will result in the mark being capped at a maximum of **40%**. Beyond this time the work will not be marked.
- You are reminded that it is your responsibility to keep an electronic copy of your assignment for future reference.

Instructions to Students:

There are 4 elements to this assignment which are all detailed in the assignment task below. There will be opportunities within the module to get feedback on each element, before you need to submit them. Please **check** the module scheme which will detail when each task needs to be done, so that feedback can be given. **All 4** elements then need to be submitted formally on the date above.

This assignment tests the following Learning Outcomes for the module:

- Describe the role of HR, Marketing and finance functions within organisations
- Develop an understanding of collaborative working practices
- Demonstrate an understanding of the main factors, both internal and external, which impact businesses
- Demonstrate knowledge of the role of financial management and reporting within the organisation

The Assignment Task:

This assignment is a Portfolio assignment where you will work on 4 pieces of work throughout the module and then submit all 4 elements at the submission date. The assessments will include:-

- A 15 minute group Presentation. This will relate to the internal and external factors which impact on business (Learning outcomes 2 and 3)
- A poster. This will relate to one part of the Marketing Mix, either Promotion, Price, Place or Product. This is an individual element. (Learning outcome 1)
- A Case study – 1000 words. This will be based on either an aspect relating to HR such as motivation or Culture or relating to financial management and is again to be completed individually. (Learning outcome 1 and possibly 4)
- A report – 1000 words - which will be based on either HR or financial management, whichever was not addressed in the case study. This is an individual piece of work. (Learning outcome 1 and possibly 4)

(Specific details on these activities will be provided by each module team and should be linked to the relevant Learning Outcomes. These can be added as an addendum to the assignment brief)

These will be completed throughout the module, and although a mark will not be awarded until the end of the module, detailed formative feedback will be provided together with the opportunity for the student to resubmit work until the final deadline providing formative developmental opportunities. Please see the module scheme for details of when formative feedback opportunities will be provided.

Assessment Criteria:

See separate assessment criteria

Quality Assurance Record

Internal Approval

External Approval

6. Week beginning: (Timetabling Week 6)	Poster
7. Week beginning: (Timetabling Week 7)	Lecture 1: Introduction to accounting and Finance Lecture 2: CSR
8. Week beginning: (Timetabling Week 8)	Lecture 1: Financial accounting Lecture 2: Preparation for Presentation and chance for feedback
9. Week beginning: (Timetabling Week 9)	Presentation
10. Week beginning: (Timetabling Week 10)	Lecture 1: Budgets and PLanning Lecture 2: Management and Leadership
11. Week beginning: (Timetabling Week 11)	Lecture 1: Pricing strategies Lecture 2: Role of HR and Line manager
12. Week beginning: (Timetabling Week 12)	Lecture 1: Sources of finance Lecture 2: Motivation
13. Week beginning: (Timetabling Week 13)	Lecture 1: Analysing company financial information Lecture 2: Culture
14. Week beginning: (Timetabling Week 14)	Lecture 1: Preparation for company example Lecture 2: Preparation for case study
15. Week beginning: (Timetabling Week 15)	Drop in session for feedback on assignment

Core Text(s):

Ebert, R.J. and Griffin, R.W. (2017) Business Essentials. 11th ed. New Jersey: Prentice Hall. (e-book available through library)

Additional Reading:

McLaney, E. and Atrill, P. (2017) Accounting and Finance for Non-Specialists. 9th ed. London: Pearson. (e-book available through library)

Mullins L (2016) Management and Organisation Behaviour 12th Edition FT Prentice Hall

Brassington, F. and Pettit, S. (2012) *Essentials of Marketing*. 3rd ed. Harlow: FT Prentice Hall

A Case study – 1000 words. This will be based on either an aspect relating to HR such as motivation or Culture or relating to financial management and is again to be completed individually. (Learning outcome 1 and possibly 4)

Case study for Management and Leadership

Taken from Organisational Behaviour, Robbins & Judge 2013

Executive offices in major corporations are often far removed from the day-to-day work that most employees perform. While top executives might enjoy the benefits found in the executive suite, the distance between managers and employees can come as a real cost. Top managers often fail to understand the ways most employees do their jobs every day. The dangers of this distant approach are clear. Executives sometimes make decisions without recognizing how difficult or impractical they are to implement. Executives can also lose sight of the primary challenges their employees face.

The practice of “management by walking about” (MBWA) tries to help this challenge. To practice MBWA, managers reserve time to walk through the departments regularly, form networks of acquaintances in the organisation, and get away from their desks to talk to individuals. A recent study of successful Swedish organisations revealed that MBWA was an approach common to several firms that received national awards for being great places to work.

There is a TV programme called Undercover Bosses, which takes MBWA to the next level. Top managers work alongside employees, but they don't know that their colleague is an undercover boss. Those executives report that the process taught them how difficult many of the jobs in their organisation were, and just how much skill was required to perform even the most simple of tasks.

Although MBWA has its fans, it does present certain problems. First the time managers spend directly observing the workforce is time they are not doing their core tasks like analysis, coordination, and strategic planning. Second, it is possible that executives that wander around will be seen as intruders and spies! Implementing MBWA requires a great deal of skill and planning to avoid these potential issues.

Q1 What are some of the things managers can learn by walking around and having daily contact with line employees that they might not be able to learn from looking at data and reports? Think about your own work experience to help your answer.

Q2 As an employee, would you appreciate knowing your supervisor regularly spent time with workers? How would you know this affect your attitudes towards the organisation?

Q3 What ways can executives and other organisational leaders learn about day-to-day business operations besides going “undercover”

Module Scheme Semester One

Module Name:	Introduction to Business Studies		
Module Code:	FY021	Academic Year:	
Tutor(s):			
Tutor's Email:		Tutor's Telephone:	

Learning Outcomes:

1. Describe the role of HR, Marketing and finance functions within organisations
2. Develop an understanding of collaborative working practices
3. Demonstrate an understanding of the main factors, both internal and external, which impact businesses.
4. Demonstrate knowledge of the role of financial management and reporting within the organisation.

Assessment Summary:

Assessment Task	Key Dates
CW1 – Portfolio	TBC

Week by Week Guide:	Teaching details
1. Week beginning: (Timetabling Week 1)	Lecture 1: Introduction to Module and assessment Lecture 2: Business Environment (1)
2. Week beginning: (Timetabling Week 2)	Lecture 1: Marketing in Business Lecture 2: Business Environment (2)
3. Week beginning: (Timetabling Week 3)	Lecture 1: 4 P's of the marketing mix Lecture 2: Types of Business
4. Week beginning: (Timetabling Week 4)	Lecture 1: Market research Lecture 2: Globalisation
5. Week beginning: (Timetabling Week 5)	Preparation for Poster and chance for feedback