

# Introduction to Business and Management

## 1. MODULE SUMMARY

### Aims and Summary

The first part of the course will try to give a practical introduction into business activity by seeking to explore available cases of business practice as well as identifying links between economic theory and business reality. The second part will teach the students the decisionmaking process in larger companies through the identification of critical factors and proposing rational solutions

### Module Size and credits

<b>ECTS points</b>	5
<b>Total student study hours</b>	125
<b>Number of weeks</b>	12
<b>School responsible</b>	Lazarski University, Faculty of Economics and Management
<b>Academic Year</b>	2021/2022

### Entry Requirements (pre-requisites and co-requisites)

N/A

### Excluded Combinations

None

### Composition of module mark (including weighting of components)

Final exam, 60%

Coursework, 40%, composed of an individual project

### Pass requirements

To pass the course a student must score at least 40% of the overall weighted average and not less than 35% for each assessment component (i.e. coursework and final exam). Reassessment: coursework component and/or examination as appropriate.

### Special Features

None

### Course stages for which this module is mandatory

BA in Business Economics, Year 1

### Course stages for which this module is a core option

None

## 2. TEACHING, LEARNING AND ASSESSMENT

### Intended Module Learning Outcomes

Upon completion of this course, students will be able to:

1. Understand the breadth and scope of business and entrepreneurship.
2. Sketch, present and operate a business plan.
3. Understand the nature of firm, business-plan and financial statements, legal issues.
4. Analyse and present the company's internal and external environments in order to understand sources of competitive advantages as well as to identify opportunities and threats.

5. Examine the effectiveness of a company's implementation of strategies at the local and corporate level.
6. Propose and discuss strategic actions aimed at maintaining or creating competitive advantages. **Indicative Content**
  1. An introduction to the basic methodology of economic theory and its relevance to business practice.
  2. Different ways of being an entrepreneur – starting a new business, buying an existing business, franchising and other alternatives
  3. Entrepreneurship in changing environment, small vs large business.
  4. Enterprise – structure, major indicators, general characteristic. How to read financial statements?
  5. Legal structure for business activity
  6. Business case – economic side of business projects, BEP and other basic indicators.
  7. Business plan – where theory meets reality. Business plan development: introduction, marketing, management and personnel, financing, risk.
  8. Introduction to strategy. Objectives of Strategic Management.
  9. Introduction to techniques of strategic management. Corporate level strategy.
  10. The company's external and internal environment.

### Teaching and Learning

This module will be taught by means of lectures, seminars and self-directed study. Formative Assessment: Comments will be given, and tutorial guidance will be provided for coursework and exam. Student activity and time spent on each activity comprises:

<b>Guided</b>	0 hours	(0%)
<b>Lecture</b>	30 hours	(24%)
<b>Self-guided</b>	65 hours	(52%)
<b>Seminar</b>	30 hours	(24%)
<b>Workshop</b>	0 hours	(0%)
<b>Total</b>	125 hours	

### Method of Assessment (normally assessed as follows)

The intended learning outcomes will be assessed as follows:

Final exam, 60%, will assess learning outcomes 2, 3, 4, 6.

Coursework, 40%, composed of a written project (1500-1750 words) will assess learning outcomes 1 and 5. Individual marks will be awarded.

### Date of last amendment

30-01-2017

### 3. MODULE RESOURCES

#### Essential Reading

Hisrich. *Entrepreneurship 10th ed.*, New York, McGraw-Hill, 2017. Hitt M.A., Ireland, R.D., Hoskisson, *Strategic Management. Concepts and Cases*, 11<sup>th</sup> ed. Delmar Thomson Learning, 2015. P. Lambing, C., Kuehl, 2007. *Entrepreneurship*, 4th ed. New Jersey: Prentice Hall.

#### **Recommended Reading**

Arthur, T.A., and Strickland, A.J., 2003. *Strategic Management: Concepts and Cases*, 13<sup>th</sup> ed. New York: Irwin McGraw-Hill.

Thompson, J.L., *Strategic management: awareness and change 7th ed.*, Andover: Cengage Learning, 2014.

Scarborough, Norman, 2016. *Essentials of Entrepreneurship and Small Business Management*, 8<sup>th</sup> ed. New Jersey: Prentice Hall. **Required Equipment** None.

#### **4. MODULE ORGANISATION**

##### **Module leader**

**Name** Dr. Łukasz Konopielko

**E-mail** konop@gazeta.pl

##### **Length and month of examination**

120 minutes in January

**Expected teaching timetable slots** No  
timetable information available.

##### **Subject Quality and Approval information**

**Board of Study** Faculty Collaborative Provision Committee

**Subject Assessment Board** Faculty Council, Faculty of Economics and Management

##### **Shortened title**

**Date of approval by FCPC** 13 Feb 2017