



## Module Definition Form (MDF)

<b>Module code: MOD008096</b>	<b>Version: 3 Date Amended: 26/Jun/2022</b>
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<b>1. Module Title</b>
Introduction to Business

<b>2a. Module Leader</b>
Ali Ubaid Raja

<b>2b. School</b>
BL: ARU College

<b>2c. Faculty</b>
Faculty of Business and Law

<b>3a. Level</b>
3

<b>3b. Module Type</b>
Standard (fine graded)

<b>4a. Credits</b>
15

<b>4b. Study Hours</b>
150

<b>5. Restrictions</b>			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
<b>Courses to which this module is restricted:</b>			

## LEARNING, TEACHING AND ASSESSMENT INFORMATION

### 6a. Module Description

This module will give you a foundation of the core theories, concepts and principals of Marketing, Economics, Accounting and Management. The module will instil an understanding of how businesses operate in different aspects, such as introducing the role of marketing, PEST and SWOT analysis, demand and supply for firms, profit maximisation rule, theories of motivation in workplace and more. In general, each week a new chapter will be introduced to you. The key techniques and their theoretical underpinning will be explained in lecture sessions and you will be expected to work on practical examples and case studies for discussion and clarification in tutorials.

### 6b. Outline Content

- Introduction to Marketing
- PEST and SWOT analysis
- Introduction to Economics, Demand and Supply analysis and market equilibrium
- Elasticities of Demand
- Cost, Revenue and Profit maximisation
- Introduction to Accounting, basic terms and income statement
- Foundations of work and organisation, theories of motivation

### 6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

### 6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate knowledge of fundamental terms and principals commonly used in business.
2	Knowledge and Understanding	Understand the position of marketing, management, accounting and economics in success of firms.
3	Intellectual, practical, affective and transferrable skills	Develop organisational skills for deadline submissions.
4	Intellectual, practical, affective and transferrable skills	Apply appropriate and effective methods of communication when working in a team.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	48	1-4	4 hours per week x 12 teaching weeks
Student managed learning	102	1-4	Independent learning, including group work, revising what is taught during lectures and attempting tutorial questions.
<b>TOTAL:</b>	150		

<b>9. Assessment for the above Module Occurrence</b>					
<b>Assessment No.</b>	<b>Assessment Method</b>	<b>Learning Outcomes</b>	<b>Weighting (%)</b>	<b>Fine Grade or Pass/Fail</b>	<b>Qualifying Mark (%)</b>
010	Coursework	1 2 3 4	50 (%)	Fine Grade	30 (%)
<b>Individual Report (up to 1500 words)</b>					
<b>Assessment No.</b>	<b>Assessment Method</b>	<b>Learning Outcomes</b>	<b>Weighting (%)</b>	<b>Fine Grade or Pass/Fail</b>	<b>Qualifying Mark (%)</b>
011	Practical	1 2 3 4	50 (%)	Fine Grade	30 (%)
<b>Group Presentation (20 minutes)</b>					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7\*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above
- (b) pass any pass/fail elements

[\* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]