

B120 An Introduction to Business Studies

The course provides knowledge of the basic functions of business, such as is suitable to a level one entry course in a Business Studies degree.

Book one provides an introduction to some of the key influences affecting different business organisations such as culture, structure, ethics and the external environment. It provides an overview of the different functions within a business and how they work together and offers an insight into some of the issues facing small businesses and entrepreneurs.

Book two is an introduction to managing people and the role of the human resource management (HRM) function within business. In addition to discussing some of the main HRM activities such as recruitment, job design and managing performance, it also tackles the more fundamental issue for businesses of why people might want to go to work in the first place.

Book three is an introduction to accounting and financial management in business and why the raising of funds and the management of financial resources is crucial to business success.

Book four is an introduction to marketing. It covers some of the key concepts in marketing such as the marketing mix and relationship marketing but also looks at what is marketing, why business needs it, whom are its stakeholders and how marketing can affect both society and the natural environment.

Book five provides a review of the course and presents an alternative way of thinking about business. Despite the dominant image in business studies text books is of a business as being large, in the private sector and generally in America or Europe. By looking at issues like the development of business thought, constructivist views of what business is and other types of business and business influences such as globalisation, the intention is to get students to start questioning some of the established 'truths' about what a business is. This will be important preparation for future studies.

The Study Guide provides an on-going narrative and directional links across the five main course books. It will provide or indicate where extra help with study skills can be found, for example, and draw together concepts which span the course. It will set out assignments for the course and provide support and guidance for their completion. It will also include a learning log where students are encouraged to reflect upon and record their developing knowledge and skills as the course progresses.