

B203 Business Functions in Context

This course develops knowledge and understanding of the key characteristics of organisations and the core functions that contribute to their operations. It can be argued that successful organisations rely on the contributions of five essential functional areas - human resources; marketing; operations management; information management; and accounting and finance.

The course is structured into 7 blocks. The first and last Blocks cover general introduction and conclusions respectively. The remaining 5 Blocks at the heart of the course tell the story of the five functions. Furthermore, each of the functional areas will draw on an associated textbook, case study material and other media, to examine the key practices of traditional business functions and the contributions they make to organisations, individually and collectively. This will encompass the key processes undertaken within functions, and explain the common activities that functional specialists undertake. In addition, the course will show the origins, rationale, limitations and strengths of business functions from the perspectives of various stakeholders and different organisational types. It will also develop skills in the areas of critical thinking, problem solving, numeracy, written and oral communication. It is also envisaged that use of a business simulation will provide an opportunity to enhance students' effective performance within a team. The course will also incorporate a strong emphasis on practice based learning where learning activities apply course ideas to practical situations and build on experience gained in a work setting.