

## **DBS SCHOOL OF BUSINESS**

### **LJMU DEGREE PROGRAMMES**

#### **MODULE PROFORMA**

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**Module Title: Business for Accounting Students**

**Level: 1**

Assessment: Continuous Assessment: 30%

Examination: 70%

Prerequisites: None

Credits: 10

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**Objectives:**

- To introduce accounting students to concepts of business organisation and culture.
- To familiarise students with the principal functional areas of business – their roles, responsibilities and interactions
- To introduce students to the principal legal issues facing modern businesses
- To acquaint students with the nature of external environment in which modern businesses operate
- To introduce students to concepts of enterprise and entrepreneurship

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**Learning Outcomes:**

On completion of this module, students will be able to:

- Demonstrate knowledge of different types of organisational structures and cultures.
- Describe the role and responsibilities of other functional areas of business
- Explain the way in which different functional areas interact with each other for overall business efficiency and effectiveness
- Describe the principal legal issues facing modern business
- Explain basic concepts of enterprise and entrepreneurship

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**Syllabus:**

**Organisation Structure and Culture**

- Organisational structures, Organisational culture and behaviour,
- Culture and structure, managing culture,
- Functional areas of business and how they communicate and interact

**Marketing, Sales and Service**

- The Marketing function, Development of Marketing concepts, Marketing tools, the Marketing Mix, extended Marketing Mix. Integrated Marketing Communication. Product Life Cycle, International Product Life Cycle. Sales channels, Selling and sales management, Customer service management, After-sales Customer Service

**Operations and Logistics**

- Operations management, Materials and production planning, Production control,
- Warehousing & inventory control, Inbound and outbound logistics. Location, Forecasting, Product Development, Process Flow Charts, Purchasing, Distribution, Quality, Layout of facilities, Maintenance. Total Quality Management, Just in Time Scheduling. Supply chain management.

**Human Resources**

- Human Resource Management. The HR function – role and responsibilities, Personnel contracts and records, Equality and discrimination, Health and safety at work. Employment Legislation. Health and Safety Legislation. Employment, Development, Reward of people, and, Conduct of relationships between management and the workforce. Hard HRM and Soft HRM.

**Legal Issues**

- Legal structures of business, Basics of business law, Common legal issues,
- Employment legislation,

**The External Environment**

- Entities in the external environment – political, economic, social, technological
- The competitive environment of business, Environmental analysis

**Enterprise**

- Concepts of Enterprise and entrepreneurship, New business start-up, Raising finance. Basics of a business plan,