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**Plymouth University**

**Academic Partnerships**

***Cornwall College***

***Camborne***

**Programme Quality**

**Handbook for**

***BA (Hons) Business Enterprise Management***

**2014 – 15**

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# Welcome and Introduction to BA (Hons) Business Enterprise Management.

Welcome to the BA (Hons) Business Enterprise Management. The College is delighted that you have chosen to study with us. We are sure you are going to have a great time here and will get a great deal from the programme.

The new course replaces the FdA which in turn replaced the HND in Business at Cornwall College, which was established in September 1991. Over that time approximately 750 people have graduated with the qualification. These people are now employed in a wide range of occupations, including retail management, marketing, management consultancy, business development management, accountancy, teaching, the police, financial services, hotel management, banking, systems analysis and academic research.

Many of these are from the surrounding area, with most being aged 18 or 19 when they start. We have some students from further afield, however, and over the years have enrolled students from Poland, Lithuania, USA, Hong Kong, Ireland, Nepal, Gambia, Germany, Greece, amongst others. We also recruit a number of mature students, including people returning to paid employment after a period of absence, people leaving the armed forces, plus people who would like to improve their employability with a higher qualification. There is an almost equal split of male and female students.

This programme has been designed to equip you with the skills and knowledge base required to work in your chosen specialism or other graduate opportunities. It is also a platform from which you can undertake additional vocational and academic qualifications.

This Programme Quality handbook contains important information including:

* The approved programme specification
* Module records

**Note:** the information in this handbook should be read in conjunction with the current edition of the College Student handbook available at (college to add link) which contains student support based information on issues such as finance and studying at HE along with the University’s Student Handbook - <https://www1.plymouth.ac.uk/studenthandbook> and your Teaching, Learning and Assessment Handbook available on your programme virtual learning environment.

# Programme Specification

On the following pages you will find the specification for your programme; this provides a detailed overview of the programme as a whole. It explains what you will learn and how you will be assessed throughout the stages of your Degree. The Programme Learning Outcomes Map specifies the knowledge and skills you will develop at each stage of your Degree.

### Programme Specification

**Awarding Institution:** Plymouth University

**Teaching Institution:** *Cornwall College*

**Final Award:** *BA (Hons)*

**Programme Title:** *Business Enterprise Management*

**UCAS Code:** *N210*

**JACS Code:** *N210*

**Benchmarks:**

This proposal is in-line with the QAA subject benchmark for “General business and management” in that it allows a variety of organisation types, structures and sizes to be explored, it encourages the student to prepare for a business career, and it develops transferable skills in critical analysis, synthesis, independence, and research and problem solving.

Consideration has been given to FHEQ in the design of learning outcomes and assessment strategies to ensure their relevance and suitability at the appropriate levels.

**Date of Approval:** *March 2013*

**Admissions Criteria:**

**Candidates must have at Level 2:**

|  |  |
| --- | --- |
| **Qualification(s) Required for Entry to the BA (Hons)** | **Comments** |
| At Level 2 | |
| GCSEs required at Grade C and above or equivalent | *GCSE Mathematics Grade C and English C or equivalent plus one of the following* |
| **Plus at least one of the following Level 3 qualifications:** | |
| **Qualification(s) Required for Entry to the BA (Hons)** | **Comments** |
| A Levels required: *(College to insert AS/A2/UCAS Points Tariff)* | *180 UCAS points (including a minimum of 160 points from two A levels or a double award);* |
| BTEC National Certificate/Diploma | *BTEC National Certificate/Diploma: 180 UCAS points (excluding Early Years);* |
| HNC/D | *Pass* |
| Access to HE or Year 0 provision | *Pass course achieving 60 credits with 45 credits at level 3 from a QAA recognised Access to HE course in Business, Humanities or Social Science;* |
| International Baccalaureate | *28 Points* |
| Irish/Scottish Highers/Advanced Highers | 180 UCAS points; |
| Work Experience | *By interviews if over 21 years of age. Must be relevant and at manager level.* |
| APEL/APCL possibilities **Add Academic Regs link)** | [www.plymouth.ac.uk](http://www.plymouth.ac.uk) |
| Independent Safeguarding Agency (ISA) / Criminal Record Bureau (CRB) clearance required | *NO* |

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| **Aims of the Programme:** |
| 1. Produce students who are enterprising and proactive in terms of management opportunities and market development. 2. Allow students to develop their critical knowledge and understanding of management and enterprise. 3. Prepare students for a management role in either their own or another enterprise. 4. Develop transferable skills and autonomy of learning. 5. Emphasise applied aspect of business and management studies. 6. Equip students with a critical understanding of the principles and values which underpin contemporary business management. 7. Provide an intellectually stimulating and practical framework that will enable students to obtain and develop careers in industry. |

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| **Programme Intended Learning Outcomes (LO):** |
| By the end of this programme the student will be able to:  1. Understand and critically analyse the nature of management and enterprise.  2. Manage their own or another enterprise.  3. Deploy transferable skills and autonomy of learning.  4. Apply aspects of business and management studies.  5. Show a critical understanding of the principles and values which underpin contemporary business management.  6. Develop careers in industry. |

### Learning Outcomes Maps for BA (Hons) Business Enterprise Management at HE Levels 4

| **Programme Intended Learning Outcomes Map** | Honours Degree Level 4 | | | | |
| --- | --- | --- | --- | --- | --- |
| **1 Graduate Attributes and Skills** | **Learning and Teaching Strategy/Method** | Aim | Subject Benchmark | Related Core Modules | PLOs |
| **Core Programme Intended Learning Outcomes** |
| **Knowledge/ Understanding**  • understanding of the holistic nature of business in its broadest sense.  • ability to use an appropriate theoretical model to explain the elements and integrated nature of the national and international context within which businesses operate.  • knowledge and understanding of the key functional areas.  • understanding of inputs, processes and outcomes of strategic decision making and business planning.  • knowledge of communication / information technology used in the workplace.  • knowledge & understanding in order to be able to make sense of the workplace.  • understanding of the nature of enterprise and entrepreneurship and the need for innovation in decision making.  • appreciation of the nature of globalisation and the implications for business.  • understanding of the influence of differing cultures on international business.  understanding of the significance of corporate social responsibility and ethics on business practice. | **Primary**  Lectures and Tutorials  Directed independent learning.  The primary foci is strategic decision making and enterprise.  Develop students understanding of the holistic nature of business activity.  **Secondary**  Case studies  Problem solving exercises  Project based activity  business games & simulations  **Assessment**  Key knowledge and understanding is assessed via a combination of multiple choice tests, examinations, essays, presentations and seminar performances. | 1, 2,  4, 5 | 3.2, 3.5, 3.6, 3.7 | FBU102  FBU104  FBU103  FBU105  CORC1013 | 1,2,4,5 |
| **Cognitive / Intellectual Skills** (generic)  • the ability to critique rival frameworks and theories  • abstract analysis, critical thinking and synthesis skills  • the ability to intelligently apply appropriate principles in assessing policy or practice  • problem solving, creative thinking and research methods skills  • the ability to evaluate data using appropriate techniques | **Primary**  Class exercises  Tutorial/seminar discussions  Feedback via coursework assessment process (essays etc)  **Secondary**  Policy and practice analysis in surgeries  Computer-based practicals on data and measurement problems  **Assessment**  Assessed discussions  Essays/projects/dissertations  Examinations/tests  Coursework/groupwork on practical application questions | 1, 2, 4, 5, 6 | 3.9  a  b  c  d  e  f  g  h  i  j | FBU102  FBU104  FBU101  FBU103  FBU105  CORC1127CORC1127  CORC1013 | 1,4 |
| **Key / Transferable Skills** (generic)  **•** the ability to access a range of learning resources and self manage learning with guidance  • the ability to work effectively with others in a team  • effective communication skills (Oral /Written /CIT)  • the ability to acquire and manage information and use appropriate research strategies  • numeracy/Quantitative skills  • learning skills (Reflection/Problem Solving/Evaluation/ Synthesis) | **Primary**  Library, other research exercises  Group-work awareness and practice  Computer-based learning and assessment  **Secondary**  Class and seminar interactions and feedback  **Assessment**  Coursework of all types  Examination preparation and completion  Assessed discussions  Group work assessments |  | 3.9  h, i  g, k  f  c  b | FBU102  FBU101  FBU105  CORC1127CORC1127  CORC1013 | 2,3,6 |
| **Practical Skills** (subject specific)  **•** Computer and Information Management Technology Skills  • Presentation and oral communication skills - selling and pitching  • Written Communication skills | Projects and assignments  Designated tasks  Lectures / Tutorials / Seminars and Surgeries  **Assessment**  Project work  Competence in a range of business-related communication techniques | 1, 2, 3, 4 | 3.9 k, d  f | FBU102  FBU104  FBU101  FBU103  FBU105  CORC1127CORC1127  CORC1013ALL | 3 |
| **Employment-related skills**  **•** project management skills  • personal development planning skills  • action planning skills  • the ability to reflect on practice  • career awareness and planning skills | **Primary**  Business engagement activities  Live project work  Business games / role-play/ simulations  Reflective learning  **Secondary**  Problem solving exercises  Class and seminar activities  **Assessment strategies**:  Project and assignment work  Presentations  Reflective reports | 1, 2 | 2.1  2.3 | CORC1013 | 6 |

| **Programme Intended Learning Outcomes Map** | Honours Degree Level 5 | | | | |
| --- | --- | --- | --- | --- | --- |
| **1 Graduate Attributes and Skills** |
| **Core Programme Intended Learning Outcomes**  (as worded in the Programme Specification)  The FHEQ requirements are already given here in italics | **Learning and Teaching Strategy/Method** | **Aim** | Subject Benchmark | Related Core Modules | PLOs |
| **Knowledge/ Understanding**  • understanding of the holistic nature of business in its broadest sense.  • ability to use an appropriate theoretical model to explain the elements and integrated nature of the national and international context within which businesses operate.  • knowledge and understanding of the key functional areas.  • understanding of inputs, processes and outcomes of strategic decision making and business planning.  • knowledge of communication / information technology used in the workplace.  • knowledge & understanding in order to be able to make sense of the workplace.  • understanding of the nature of enterprise and entrepreneurship and the need for innovation in decision making.  • appreciation of the nature of globalisation and the implications for business.  • understanding of the influence of differing cultures on international business.  understanding of the significance of corporate social responsibility and ethics on business practice. | ***Primary***  *Lectures and Tutorials*  *Directed independent learning.*  *The primary foci is strategic decision making and enterprise.*  *Develop students understanding of the holistic nature of business activity.*  ***Secondary***  *Case studies*  *Problem solving exercises*  *Project based activity*  *business games & simulations*  **Assessment**  *Key knowledge and understanding is assessed via a combination of multiple choice tests, examinations, essays, presentations and seminar performances.* | 1, 2, 4, 5 | 3.2, 3.5, 3.6, 3.7 | CORC2098  CORC2097  CORC2094  CORC2095  CORC2096 | 1,2,4,5 |
| **Cognitive / Intellectual Skills** (generic)  • the ability to critique rival frameworks and theories  • abstract analysis, critical thinking and synthesis skills  • the ability to intelligently apply appropriate principles in assessing policy or practice  • problem solving, creative thinking and research methods skills  • the ability to evaluate data using appropriate techniques | **Primary**  Class exercises  Tutorial/seminar discussions  Feedback via coursework assessment process (essays etc)  **Secondary**  Policy and practice analysis in surgeries  Computer-based practicals on data and measurement problems  **Assessment**  Assessed discussions  Essays/projects/dissertations  Examinations/tests  Coursework/groupwork on practical application questions | 1, 2, 4, 5, 6 | 3.9  a  b  c  d  e  f  g  h  i  j | CORC2098  CORC2097  CORC2094  CORC2095  CORC2099  CORC2096 | 1,4 |
| **Key / Transferable Skills** (generic)  **•** the ability to access a range of learning resources and self manage learning with guidance  • the ability to work effectively with others in a team  • effective communication skills (Oral /Written /CIT)  • the ability to acquire and manage information and use appropriate research strategies  • numeracy/Quantitative skills  • learning skills (Reflection/Problem Solving/Evaluation/ Synthesis) | **Primary**  Library, other research exercises  Group-work awareness and practice  Computer-based learning and assessment  **Secondary**  Class and seminar interactions and feedback  **Assessment**  Coursework of all types  Examination preparation and completion  Assessed discussions  Group work assessments | 1, 2, 3, 4, 6 | 3.9  h, i  g, k  f  c  b | CORC2098  CORC2094  CORC2095  CORC2099  CORC2078  CORC2096 | 2,3,6 |
| **Practical Skills** (subject specific)  **•** Computer and Information Management Technology Skills  • Presentation and oral communication skills - selling and pitching  • Written Communication skills | Projects and assignments  Designated tasks  Lectures / Tutorials / Seminars and Surgeries  **Assessment**  Project work  Competence in a range of business-related communication techniques | 1, 2, 3, 4 | 3.9 k, d  f | CORC2098  CORC2099  CORC2096 | 3 |
| **Employment-related skills**  **•** project management skills  • personal development planning skills  • action planning skills  • the ability to reflect on practice  • career awareness and planning skills | **Primary**  Business engagement activities  Live project work  Business games / role-play/ simulations  Reflective learning  **Secondary**  Problem solving exercises  Class and seminar activities  **Assessment strategies**:  Project and assignment work  Presentations  Reflective reports | 1, 2 | 2.1  2.3 | CORC2098  CORC2099 | 6 |

**Programme Structure**

**College: Cornwall College 2707**

**Year: 2014/2015**

**PU Course Code: 4554**

**Programme: BA (Hons) Business Enterprise Management**

**Mode of Attendance: Full Time**

**Total Credits: 360**

|  |  |  |  |
| --- | --- | --- | --- |
| **Stage 1** | | | |
| **Module Code** | **Module Title** | **No. of Credits** | **Core / Optional** |
| CORC1013C | Personal and Employability Skills Development | 20 | Core |
| CORC1127 | Business Maths and Spreadsheets | 10 | Core |
| CORC1141 | Marketing | 20 | Core |
| CORC1142 | Legal Environment | 10 | Core |
| CORC1143 | Business Finance | 20 | Core |
| CORC1144 | Business Environment | 20 | Core |
| FBU105 | People Development and Leadership (Organisational Behaviour) | 20 | Core |

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| **Stage 2** | | | |
| **Module Code** | **Module Title** | **No. of Credits** | **Core / Optional** |
| CORC2094 | Introduction to HRM and Employment Law | 20 | Core |
| CORC2095 | Markets and Innovation | 20 | Core |
| CORC2096 | Strategic Financial Management | 20 | Core |
| CORC2097 | International Business Strategy | 20 | Core |
| CORC2098 | Business Strategy | 20 | Core |
| CORC2099 | Applied Research | 20 | Core |

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| **Stage 3** | | | |
| **Module Code** | **Module Title** | **No. of Credits** | **Core / Optional** |
| CORC319 | Enterprise Project | 20 | Core |
| CORC320 | Strategic Human Resource Management | 20 | Core |
| CORC321 | Performance Management | 20 | Core |
| CORC322 | Strategic Marketing Management | 20 | Core |
| CORC324 | Consultancy Capstone | 20 | Core |
| **Students must also choose one of the following modules** | | | |
| CORC310 | Globalisation and Localisation | 20 | Optional |
| CORC323 | Responsible Enterprise | 20 | Optional |
| ERM301 | Environmental Sustainability and Economics | 20 | Optional |

**College: Cornwall College 2707**

**Year: 2014/2015**

**PU Course Code: 4554**

**Programme: BA (Hons) Business Enterprise Management**

**Mode of Attendance: Part Time**

**Total Credits: 360**

|  |  |  |  |
| --- | --- | --- | --- |
| **Year 1 Stage 1** | | | |
| **Module Code** | **Module Title** | **No. of Credits** | **Core / Optional** |
| CORC1141 | Marketing | 20 | Core |
| CORC1143 | Business Finance | 20 | Core |
| CORC1144 | Business Environment | 20 | Core |

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| --- | --- | --- | --- |
| **Year 2 Stage 1** | | | |
| **Module Code** | **Module Title** | **No. of Credits** | **Core / Optional** |
| FBU105 | People Development and Leadership (Organisational Behaviour) | 20 | Core |
| CORC1013C | Personal and Employability Skills Development | 20 | Core |
| CORC1127 | Business Maths and Spreadsheets | 10 | Core |
| CORC1142 | Legal Environment | 10 | Core |

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| **Year 3 - Stage 2** | | | |
| **Module Code** | **Module Title** | **No. of Credits** | **Core / Optional** |
| CORC2095 | Markets and Innovation | 20 | Core |
| CORC2096 | Strategic Financial Management | 20 | Core |
| CORC2097 | International Business Strategy | 20 | Core |

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| **Year 4 - Stage 2** | | | |
| **Module Code** | **Module Title** | **No. of Credits** | **Core / Optional** |
| CORC2094 | Introduction to HRM and Employment Law | 20 | Core |
| CORC2098 | Business Strategy | 20 | Core |
| CORC2099 | Applied Research | 20 | Core |

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| **Year 5 - Stage 3** | | | |
| **Module Code** | **Module Title** | **No. of Credits** | **Core / Optional** |
| CORC320 | Strategic Human Resource Management | 20 | Core |
| CORC321 | Performance Management | 20 | Core |
| CORC322 | Strategic Marketing Management | 20 | Core |

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| **Year 6 - Stage 3** | | | |
| **Module Code** | **Module Title** | **No. of Credits** | **Core / Optional** |
| CORC319 | Enterprise Project | 20 | Core |
| CORC324 | Consultancy Capstone | 20 | Core |
| **Students must also choose one of the following modules** | | | |
| CORC310 | Globalisation and Localisation | 20 | Optional |
| CORC323 | Responsible Enterprise | 20 | Optional |
| ERM301 | Environmental Sustainability and Economics | 20 | Optional |

# Module Records

**SECTION A:DEFINITIVE MODULE RECORD*.***

|  |  |
| --- | --- |
| **MODULE CODE: CORC1013** | **MODULE TITLE: Personal and Employability Skills Development** |

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| --- | --- | --- |
| **CREDITS:** 20 | **FHEQ** **LEVEL: 4** | **JACS CODE: X900** |

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| **PRE-REQUISITES: N/A** | **CO-REQUISITES: N/A** | **COMPENSATABLE: N** |

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| **SHORT MODULE DESCRIPTOR:** This module is designed to equip students with the necessary knowledge and skills to develop themselves in terms of their personal and employability skills. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | **100%** | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) |  | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: PESD |

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| **Professional body minimum pass mark requirement: N/A** |

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| **MODULE AIMS:**   * Develop conceptual and practical skills in personal development planning for study at degree level and readiness for employability. * Equip learners with baseline personal resources for study and employment such as integrity, personal responsibility, reliability and self-motivation. * Develop learners’ skills in team working, decision-making, problem solving and communication. * Stimulate learners’ creativity and encourage a focus on enterprising and challenging tasks and activity. |

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| **ASSESSED LEARNING OUTCOMES:**  At the end of the module the learner will be expected to be able to:   1. Evaluate and benchmark own study and analysis skills, capabilities and developmental needs. 2. Demonstrate understanding of concepts relating to personal, employability skills and work related skills. 3. Reflect upon how these concepts relate to personal and professional practice. 4. Effectively manage and self-direct personal and professional learning and development. |

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| **DATE OF APPROVAL**: 9 February 2010 | **FACULTY/OFFICE:** Academic Partnerships |
| **DATE OF IMPLEMENTATION**: September 2010 | **SCHOOL/PARTNER:** Cornwall College |
| **DATE(S) OF APPROVED CHANGE:** XX/XX/XXXX | **TERM: AY** |

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| Additional notes (for office use only): |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| --- | --- |
| **MODULE CODE: CORC1013** | **MODULE TITLE: Personal and Employability Skills Development** |

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| --- | --- |
| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE: 34** |

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| --- | --- |
| **MODULE LEADER: Adele Bull** | **OTHER MODULE STAFF: Relevant site leaders.** |

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| --- |
| **Summary of Module Content**   * Personal Development Planning - Personal audit, professional development, career management skills. * Intra and Interpersonal Skills - Influencing, negotiating, conflict resolution, risk taking, problem-solving, decision making, teamwork, initiative, self-esteem, leadership, innovation, creativity and enterprise. * Successful Communication - Interview skills, CVs and letters of application, self-presentation, and presentation of information. * Understanding the Business Context - Organizational culture, business strategy, sustainability, cultural diversity, corporate social responsibility, financial literacy. * Project Management - Project planning, monitoring, evaluation, reporting. |

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| --- | --- | --- |
| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 20 | Core material |
| Seminar | 12 | Smaller workshop sessions where students are supported to apply learning to themselves and their specific industry |
| Project supervision | 8 | As part of assignment 1 students have to take part in a group project, which seminar tutors set and supervise |
| Guided independent study | 160 | Students are expected to put in time outside of taught sessions on the group project and their own personal development and career planning |
| **Total** | **200** |  |

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| --- | --- | --- | --- | --- |
| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T\_ |  |  |  |
| Coursework | C1 | **Written assignment, including essay/ oral assessment and presentation** | 100% | Assignments give students the opportunity to hand in work via a range of media e.g essay, presentation , video diary or blog |

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| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

**SECTION A:DEFINITIVE MODULE RECORD*.***

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| --- | --- |
| **MODULE CODE: CORC1127** | **MODULE TITLE: Business Maths and Spreadsheets** |

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| --- | --- | --- |
| **CREDITS:** 10 | **FHEQ** **LEVEL: 4** | **JACS CODE: G140** |

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| --- | --- | --- |
| **PRE-REQUISITES: N/A** | **CO-REQUISITES: N/A** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:**  The collection, manipulation and presentation of data appropriate to business, together with the necessary underpinning mathematical and statistical knowledge required. The module will be very practical and will cover the use of spread sheet software to process and present data. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | **100%** | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) |  | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: N/A** |

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| **MODULE AIMS:**   * To use spreadsheet software for the recording, manipulation and calculation of data. * To develop the students’ skills in using the more advanced features of spreadsheet software including built in functions and data manipulation tools. * To introduce the use of statistical methods in business. |

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| **ASSESSED LEARNING OUTCOMES:** (additional guidance below)  At the end of the module the learner will be expected to be able to:   1. Resolve simple mathematical business problems using a spreadsheet package. 2. Use spreadsheet functions to summarise data from a given scenario. 3. Formulate data so it is presented in a meaningful way. 4. Analyse and compare sets of data to formulate appropriate conclusions from a given problem space. |

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| **DATE OF APPROVAL**: April 2013 | | **FACULTY/OFFICE:** Academic Partnerships |
| **DATE OF IMPLEMENTATION**: September 2013 | | **SCHOOL/PARTNER:** Cornwall College |
| **DATE(S) OF APPROVED CHANGE:** XX/XX/XXXX | | **TERM: Spring** |
| Additional notes (for office use only): | | |
| **DATE OF APPROVAL**: Feb 2008 | **FACULTY/OFFICE:** Academic Partnerships | |
| **DATE OF IMPLEMENTATION**: Sept 2013 | **SCHOOL/PARTNER:** Cornwall College | |
| **DATE(S) OF APPROVED CHANGE:** XX/XX/XXXX |  | |

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| Additional notes (for office use only): |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| --- | --- |
| **MODULE CODE: CORC1127** | **MODULE TITLE: Business Maths and Spreadsheets** |

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| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE: 25** |

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| **MODULE LEADER: Chris Jenkins** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   * Mathematical functions, if statements, lookups, pivot tables. * Applications and production of business graphs. * Linking spreadsheets. * Using a spreadsheet as a database manager. * Summary statistics – measures of location and variation, selection of appropriate measures. * Distributions – frequency distribution, histograms, gives discrete probability distributions and expected values. * Comparing distributions – * Correlation |

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| --- | --- | --- |
| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T\_ |  |  |  |
| Coursework | C1 | Break-even, cash flow and income statements | 30% | Demonstration of spread sheet functions through production of break-even, cash flow and income statements LO 1, 2, 3 |
|  |  | Correlations and trends | 30% | Analyse correlations and trends in data with graphs and statistical analysis. LO 2, 3, 4 |
|  |  | Data base project | 40% | Data base project LO 1, 2 ,3 ,4 |
| Practice | P\_ |  |  |  |

|  |  |
| --- | --- |
| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

**SECTION A:DEFINITIVE MODULE RECORD*.***

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| --- | --- |
| **MODULE CODE: CORC1141** | **MODULE TITLE: Marketing** |

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| --- | --- | --- |
| **CREDITS:** 20 | **FHEQ** **LEVEL: 4** | **JACS CODE: N500** |

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| **PRE-REQUISITES: N/A** | **CO-REQUISITES: N/A** | **COMPENSATABLE: No** |

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| **SHORT MODULE DESCRIPTOR:**  This core module provides an introduction to the general theory of marketing and its application in a range of organisational types. It is intended to give a broad understanding of marketing considerations in managing the marketing function in a business context. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 100% | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) |  | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: N/A** |

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| **MODULE AIMS:**  This module aims to enable students to appreciate the pivotal role marketing plays within a business / organisation and provide an understanding of the theory and best practice of marketing as part of the business / organisations approach to its markets and customers in a constant world of change. |

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| **ASSESSED LEARNING OUTCOMES:** (additional guidance below)  At the end of the module the learner will be expected to be able to:   1. Explain and justify the role of marketing in a commercial setting 2. Recognise the role of the marketing mix and promotional mix in the marketing plan 3. Explain the application and the principals of market segmentation 4. Demonstrate an understanding of customer and buying behaviour 5. Carry out Market Research to inform marketing decisions |

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| **DATE OF APPROVAL**: July 2002 | **FACULTY/OFFICE:** Academic Partnerships |
| **DATE OF IMPLEMENTATION**: September 2002 | **SCHOOL/PARTNER:** Cornwall College |
| **DATE(S) OF APPROVED CHANGE:** Feb 2006 | **TERM: AY** |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| --- | --- |
| **MODULE CODE: CORC1141** | **MODULE TITLE: Marketing** |

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| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE: 27** |

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| **MODULE LEADER:** Dr Michelle Lawrence | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   * + Marketing basics   + Communicating with customers   + Marketing environments   + Marketing in operation   + Marketing research and data   + Marketing processes   + Marketing communications   + Marketing management in operation   + Analysis and evaluation of alternative approaches to marketing   + Strategic marketing actions |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

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| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T\_ |  |  |  |
| Coursework | C1 | **CW1 – market analysis**  **CW2 – market research case study** | 40%  60%  Total 100% | LO 1, 2  All |
| Practice | P\_ |  |  |  |

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| **Updated by**: Dr Michelle Lawrence Date: 3 September 2012 | **Approved by**: Date: |

**SECTION A:DEFINITIVE MODULE RECORD*.***

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| **MODULE CODE: CORC1142** | **MODULE TITLE: Legal Environment** |

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| **CREDITS:** 10 | **FHEQ** **LEVEL: 4** | **JACS CODE: M200** |

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| **PRE-REQUISITES: N/A** | **CO-REQUISITES: N/A** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:** An introduction to sources, legal personnel and court structures is provided. Elements of contract law, consumer law and the tort of negligence are developed. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 70% | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) | 30% | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: N/A** |

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| **MODULE AIMS:** This module aims to provide students with a broad background of law and to highlight its importance in the business environment, through application of key legal issues |

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| **ASSESSED LEARNING OUTCOMES:**  At the end of the module the learner will be expected to be able to:   1. Understand and apply the sources of law and court structures 2. Have acquired knowledge of, and be able to demonstrate the application of, areas of substantive law e.g. contract and the torts of negligence and occupiers liability 3. appreciate the importance of these areas of law in both work and also the student’s personal life. |

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| **DATE OF APPROVAL**: July 2002 | **FACULTY/OFFICE:** Academic Partnerships |
| **DATE OF IMPLEMENTATION**: September 2002 | **SCHOOL/PARTNER:** Cornwall College |
| **DATE(S) OF APPROVED CHANGE:** Feb 2006 | **TERM: Autumn** |

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| Additional notes (for office use only) |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| **MODULE CODE: CORC1142** | **MODULE TITLE: Legal Environment** |

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| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE: 29** |

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| **MODULE LEADER: Bryan Mills** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   1. The English legal system, sources of law; courts and personnel; criminal and civil liability distinguished 2. Introduction to contract law, main elements and formalities, exemption clauses 3. Sale of Goods, including title, satisfactory quality, fitness for purpose, sample and description; plus other related statutory provisions 4. Negligence. 5. Occupiers liability |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

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| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T1 | **In-class test on basics of law** | 100% | *All* |
| Coursework | C1 | **Portfolio of legal problems** | 100% | All |
| Practice | P\_ |  |  |  |

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| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

**SECTION A:DEFINITIVE MODULE RECORD*.***

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| **MODULE CODE: CORC1143** | **MODULE TITLE: Business Finance** |

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| **CREDITS:** 20 | **FHEQ** **LEVEL: 4** | **JACS CODE: N300** |

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| **PRE-REQUISITES: N/A** | **CO-REQUISITES: N/A** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:**  This module concentrates on the financial systems necessary for sound financial management, with the emphasis on the three main financial statements – being able to complete, understand and analyse these. It also covers breakeven analysis, VAT and financing a business. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 55% | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) | 45% | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: N/A** |

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| **MODULE AIMS:** The aim of this module is for students to gain an understanding of the management of finance within a business organisation. They will learn how to compile financial statements, and to interpret and analyse these. They will also be able to select appropriate sources of finance for a business, and understand the impact and implications of Value Added Tax. |

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| **ASSESSED LEARNING OUTCOMES:** (additional guidance below)  At the end of the module the learner will be expected to be able to:   1. Prepare and operate a financial recording system 2. Explain the main financial statements, their purpose and use 3. Analyse and interpret financial statements using relevant accounting ratios 4. Make decisions on appropriate sources of finance for a business 5. Explain the impact of VAT on a business and make recommendations in this area. |

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| **DATE OF APPROVAL**: July 2002 | **FACULTY/OFFICE:** Academic Partnerships |
| **DATE OF IMPLEMENTATION**: September 2002 | **SCHOOL/PARTNER:** Cornwall College |
| **DATE(S) OF APPROVED CHANGE:** Feb 2006 | **TERM: AY** |

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| Additional notes (for office use only): |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| --- | --- |
| **MODULE CODE: CORC1143** | **MODULE TITLE: Business Finance** |

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| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE: 27** |

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| **MODULE LEADER: Dr Roger Clough** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   1. Functions of the three main financial statements – who uses them, when, and what for 2. Construction of the three main financial statements – cash flow, profit & loss, balance sheet 3. Interpretation of accounts – ratio analysis 4. Sources of finance – sources, choosing sources, implications of choice and source 5. VAT – implications and impact |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

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| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T1 | Test | 100% | Functions of the three main financial statements – who uses them, when, and what for (1)  Construction of the three main financial statements - cash flow, profit & loss, balance sheet (2)  Interpretation of accounts – ratio analysis (3) |
| Coursework | C1 | Assignment case study | 100% | Construction of the three main financial statements - cash flow, profit & loss, balance sheet (2)  Sources of finance – sources, choosing sources, implications of choice and source (4)  VAT – implications and impact (5) |
| Practice | P\_ |  |  |  |

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| **Updated by**: Dr Roger Clough Date: December 2012 | **Approved by**: Date: XX/XX/XXXX |

**SECTION A:DEFINITIVE MODULE RECORD*.***

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| **MODULE CODE: CORC1144** | **MODULE TITLE: Business Environment** |

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| **CREDITS:** 20 | **FHEQ** **LEVEL: 4** | **JACS CODE: N100** |

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| **PRE-REQUISITES: n/a** | **CO-REQUISITES: n/a** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:**This module introduces students to the environment in which an enterprise operates and the implications this has for its operation. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 70% | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) | 30% | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: n/a** |

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| **MODULE AIMS:**  The aim of this module is to enable students to gain an understanding of basic social, political and economic issues which concern the firm. The student should, at the end of the module, have an awareness of the relevance of these factors to the operation and management of the firm and the way in which this affects decision making and reactions of the firm to pressures and events. |

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| **ASSESSED LEARNING OUTCOMES:**  At the end of the module the learner will be expected to be able to:   1. Explain the essential features of the working of the market system and price mechanism 2. Understand key features of different market structures 3. Have a broad understanding of macroeconomic issues of inflation, balance of payments, international trade and national income determination 4. Show an understanding of the impact of social and political issues on the operation of the firm, including consideration of ethical issues |

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| **DATE OF APPROVAL**: July 2002 | **FACULTY/OFFICE: Academic Partnerships** |
| **DATE OF IMPLEMENTATION**: September 2002 | **SCHOOL/PARTNER: Cornwall College** |
| **DATE(S) OF APPROVED CHANGE:** Feb 2006 | **TERM: AY** |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| --- | --- |
| **MODULE CODE: CORC1144** | **MODULE TITLE: Business Environment** |

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| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE: 27** |

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| **MODULE LEADER: Dr Bryn Mills** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   * + Economic systems, the market v central planning, market failure   + The price and market mechanism   + Market structures, perfect competition, monopoly and oligopoly   + Keynesian economic theory and national income determination   + Inflation and Unemployment   + International trade, balance of payments and exchange rates   + Social and Political trends, the European Union and its impact on an enterprise |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

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| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T1 | In class Test (30%) | 100% | *All* |
| Coursework | C1 | Short Report on basic S&D  Case Study | 20%  80%  Total 100% | LO1  All |
| Practice | P\_ |  |  |  |

***Reading List***

egg, D., Fischer, S. and Dornbusch, R. (2008), Economics, McGraw-Hill, 9th edition.

Blanchard, O. (2008), Macroeconomics, Pearson International, 5th edition.

Pindyck R. S., and Rubinfeld D. L., (2009) Microeconomics, Prentice Hall, 7th edition

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| **Updated by**: Date: xx/xx/xxxx | **Approved by**: March 2013 |

**SECTION A:DEFINITIVE MODULE RECORD*.***

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| **MODULE CODE: FBU105** | **MODULE TITLE: People Development and Leadership (Organisational Behaviour)** |

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| **CREDITS:** **20** | **FHEQ** **LEVEL: 4** | **JACS CODE: N600** |

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| **PRE-REQUISITES: N/A** | **CO-REQUISITES: N/A** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:** This module considers how organisation behaviour and attitude influences the behaviour of individuals and groups at work. The module will use a range of theories and managerial approaches to analyse and explain human behaviour in the workplace. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 50% | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) | 50% | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: N/A** |

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| **MODULE AIMS:** The aim of this module is to provide students with an understanding of the theory of how organisations manage employees to achieve a range of managerial objectives. The intention is to consider organisational and employee behaviour from a theoretical perspective and to then to see how it can be applied to practical situations. |

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| **ASSESSED LEARNING OUTCOMES:** (additional guidance below)  At the end of the module the learner will be expected to be able to:   1. Identify and explain the advantages / disadvantages of a range of organisational structures and cultures 2. Explain the impact of technology and quality issues upon management 3. Identify a range of theoretical approaches to change management, motivation and group dynamics 4. Demonstrate an understanding of a range of management and leadership styles and explain when each might be most appropriate. 5. Explain the importance of business ethics |

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| **DATE OF APPROVAL**: July 2002 | **FACULTY/OFFICE:** Academic Partnerships |
| **DATE OF IMPLEMENTATION**: September 2002 | **SCHOOL/PARTNER:** Cornwall College |
| **DATE(S) OF APPROVED CHANGE:** Feb 2006 | **TERM: AY** |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| --- | --- |
| **MODULE CODE: FBU105** | **MODULE TITLE: People Development and Leadership (Organisational Behaviour)** |

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| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE: 27** |

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| **MODULE LEADER: David Ager** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   * Leadership * Motivation * Communication * Organisational Culture * Managing Change * The Impact of Technology on work * Stake-holding * Business Ethics |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

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| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T1 | **Principles of management and leadership** | 100% | *LO 3,4* |
| Coursework | C1 | **Case Study** | 100% | *LO 1,2,5* |
| Practice | P\_ |  |  |  |

***Reading List***

BARNES, S. (Author.) (1997) Essential business studies. 2nd edn. Collins Educational 658BAR

BODDY, D. (Author.) (2005) Management: an introduction. 3rd edn. London: Prentice Hall 658BAR

BUCHANAN, D. (Author.) (2010) Organizational behaviour. 7th edn. Harlow: Pearson Education Limited. 658.3BUC

A very good, but rather heavier textbook which covers the ground very thoroughly

CARNALL, C. (2006) Managing change in organizations, 5th ed.

COLE, G.A. (Author.) (2004) Management theory and practice. 6th edn. Thompson. 658COL

HANDY, C. (Author.) (1993) Understanding organisations. 4th edn. London: Penguin. 658HAN

MCKENNA, E. (Author.) (2006) Business psychology and organisational behaviour: a student's handbook. 4th edn. Hove: Psychology Press. 658.3MCK

A very readable book which gives a good background to the subject.

MARCOUSE, I. (Editor.) et al. (2003) Business Studies. 2nd edn. London: Hodder and Stoughton. 658MAR

MULLINS, L.J. (Author.) (2007) Management & organisational behaviour. 8th edn. London: Pitman Publishing. 658MUL A very good, clear, and well written book.

Also available as an eBook: www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp.cornwall.ac.uk/shibboleth-idp&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780273724094

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| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

**SECTION A:DEFINITIVE MODULE RECORD*.***

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| **MODULE CODE: CORC2094** | **MODULE TITLE: Introduction to HRM and Employment Law** |

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| **CREDITS:** **20** | **FHEQ** **LEVEL: 5** | **JACS CODE: N210** |

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| **PRE-REQUISITES: N/A** | **CO-REQUISITES: N/A** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:** This module provides an introduction to the Human Resource Management function in an organisation and gives a practical understanding of the nature of law in terms of implications for business and individual rights and duties and collective right and the relationship of this to employee relations. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 100% | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) |  | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement:** |

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| **MODULE AIMS:** The aim of this module is to develop an understanding of the role and function of HRM in an organisation and the relevance of Employment law to all parties in the customer, firm and employment relationship. |

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| **ASSESSED LEARNING OUTCOMES:** (additional guidance below)  At the end of the module the learner will be expected to be able to:  Reflect on the implications of employment legislation   1. Demonstrate awareness of the role and functions of HR in an enterprise. 2. Analyse the different methods of reward available to an organisation 3. Demonstrate knowledge of the core responsibilities of an enterprise with regard to employment law 4. Apply employment law to basic and commonly encountered issues of employment in the workplace with particular regard to discrimination, dismissal and the employment contract. 5. Recognise situations in which specialist advice and support is required and understand the possible sources of support. |

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| **DATE OF APPROVAL**: March 2013 | **FACULTY/OFFICE:** Academic Partnerships |
| **DATE OF IMPLEMENTATION**: September 2013 | **SCHOOL/PARTNER:** Cornwall College |
| **DATE(S) OF APPROVED CHANGE:** XX/XX/XXXX | **TERM: AY** |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| --- | --- |
| **MODULE CODE: CORC2094** | **MODULE TITLE: Introduction to HRM and Employment Law** |

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| **ACADEMIC YEAR: 2014/2015** | **NATIONAL COST CENTRE: N210** |

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| **MODULE LEADER: David Ager** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   * Introduction to HRM * Recruitment and selection * Grievance and discipline * Reward systems * Staff development and appraisal * Contracts of employment and determination of employment status * Termination of contract * Discrimination and equality in the workplace, individual rights, maternity/paternity * Health & Safety law |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T\_ |  |  |  |
| Coursework | C1 | Case Study  Case Study | 50%  50%  100% | LO 1-5,  LO 6-9 |
| Practice | P\_ |  |  |  |

|  |  |
| --- | --- |
| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

**Reading List**

Armstrong M (2009) A handbook of human resource practice Kogan Page 658.3ARM

Beardwell, J. (2010) Human Resource Management: A Contemporary Approach. 6th edn. London: Pitman Publishing. 658.31BEA

more of an academic text

Bratton, J. and Gold, J. (2003) Human resource management: theory and practice. 3rd edn. London: Macmillan Education. 658.3BRA

Currie D (2006) Introduction to Human Resource Management in Practice CIPD 658.3CUR

A good basic introduction

Farnham, D. (Author.) (2010) Human resource management in context: strategies, insights and solutions. 3rd edn. CIPD.

Kew, J. (Author.) and Stredwick, J. (Author.) (2010) Human resource management in a business context. 3rd edn. Chartered Institute of Personnel and Development. 658.3KEW

Leat, M. (Author.) (2006) Exploring employee relation: an international approach. 2Rev edn. Oxford: Butterworth-Heinemann Ltd. 658.315LEA

Lewis & Sargeant (2009) Essentials of Employment Law 10th edition, CIPD

Marchington, M. (Author.) (2008) Human resource management at work. 4th edn. Chartered Institute of Personnel and Development. 658.3MAR

Muller-Camen, M. (Editor.), Croucher, R. (Editor.) and Leigh, S. (Editor.) (2008) Human resource management: a case study approach. Chartered Institute of Personnel and Development. 658.3MUL

Pilbeam, S. (Author.) and Corbridge, M. (Author.) (2010) People resourcing and talent planning: HRM in practice [eBook]. 4th edn.

Selwyn N M (2010) Law of Employment, 16th Ed., LexisNexis

Torrington, D. et al. (2011) Human resource management. 8th edn. Harlow: Financial Times/Prentice Hall. 658.3TOR

Internet Sites

Daniel Barnett bulletins@emplawservices.co.uk

Employment Law Weekly News bulletins@emplawservices.co.uk

CIPD http://www.cipd.co.uk/

ACAS http://www.acas.org.uk/

CMI http://www.managers.org.uk/

**SECTION A:DEFINITIVE MODULE RECORD*.***

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| **MODULE CODE: CORC2095** | **MODULE TITLE: Markets and Innovation** |

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| **CREDITS:** 20 | **FHEQ** **LEVEL: 5** | **JACS CODE: N210** |

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| **PRE-REQUISITES: n/a** | **CO-REQUISITES: n/a** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:**  This module considers the role markets play in innovation and explores types and process associated with innovation. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 100% | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) |  | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: n/a** |

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| **MODULE AIMS:** This module aims to explore the impact of different economic forces on the performance and activity of the firm. It looks at market structure and performance, and at the policies of government aimed at dealing with the impact of monopoly power. Consideration will be given to innovation in media, manufacturing and service settings. The core process of innovation is explored and combined with understanding of market economics. Focus is on strategic as well as operational issues that influence innovation process and practical application of such developments. |

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| **ASSESSED LEARNING OUTCOMES:** (additional guidance below)  At the end of the module the learner will be expected to be able to:   1. Show an understanding of market structure and anticipated business behaviour 2. Understand the aims and activities of the state in dealing with uncompetitive market structures 3. Understand the processes of innovation and entrepreneurship 4. Evaluate the extent of innovation and enterprise in a given venture 5. Relate issues to their own work related experience |

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| **DATE OF APPROVAL**: April 2013 | **FACULTY/OFFICE: Academic Partnerships** |
| **DATE OF IMPLEMENTATION**: September 2013 | **SCHOOL/PARTNER: Cornwall College** |
| **DATE(S) OF APPROVED CHANGE:** XX/XX/XXXX | **TERM: AY** |

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| Additional notes (for office use only) |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| **MODULE CODE: CORC2095** | **MODULE TITLE: Markets and Innovation** |

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| **ACADEMIC YEAR: 2014-2015** | **NATIONAL COST CENTRE: 133** |

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| **MODULE LEADER: Dr Bryan Mills** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   * Firms and their objectives * Costs, size and growth * Market structures, strategies & behaviour * Effect of Competition policy * Concepts of Innovation and entrepreneurship * Core concepts and case studies on Innovation and Entrepreneurship * Key success factors and capacity in innovation |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

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| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T\_ |  |  |  |
| Coursework | C1 | Consultant Report  Case study | 50%  50%  100% | LO 1&2  All |
| Practice | P\_ |  |  |  |

***Reading List***

Besanko, D., Dranove, D. & Shanley, M. (2009) Economics of Business Strategy, John Wiley & Sons, Chichester

Smith, D. (2010) Exploring Innovation. Second Edition. New York:

McGraw-Hill Inc.

Tidd, T. and Bessant, J. (2011) Innovation and Entrepreneurship.

Second Edition. Chichester: John Wiley & Sons Ltd

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| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

**SECTION A:DEFINITIVE MODULE RECORD*.***

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| **MODULE CODE: CORC2096** | **MODULE TITLE: Strategic Financial Management** |

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| **CREDITS:** 20 | **FHEQ** **LEVEL: 5** | **JACS CODE: N340** |

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| **PRE-REQUISITES: N/A** | **CO-REQUISITES: N/A** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:** This module is designed to build upon existing knowledge of financial management and to develop further knowledge around the issues faced by managers when making decisions regarding financial resources and sources of business finance. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 55% | **P1** |  |
| **E2** (OSCE) |  | **C2** | xx% | **P3** |  |
| **T1** (in-class test) | 45% | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: N/A** |

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| **MODULE AIMS:** This module aims to provide students with an understanding of the decisions financial managers have to make and an introduction to the often-complex issues behind these decisions. |

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| **ASSESSED LEARNING OUTCOMES:** (additional guidance below)  At the end of the module the learner will be expected to be able to:   1. Analyse the relationship between equity and debt 2. Analyse the Efficient Market Hypothesis 3. Use investment appraisal techniques to make strategic management decisions 4. Evaluate time and value based billing 5. Understand different methods of budgeting and analyse budget variances |

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| **DATE OF APPROVAL**: April 2013 | **FACULTY/OFFICE: Academic Partnerships** |
| **DATE OF IMPLEMENTATION**: September 2013 | **SCHOOL/PARTNER: Cornwall College** |
| **DATE(S) OF APPROVED CHANGE:** XX/XX/XXXX | **TERM: AY** |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| --- | --- |
| **MODULE CODE: CORC2096** | **MODULE TITLE: Strategic Financial Management** |

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| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE: 133** |

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| **MODULE LEADER: Dr Roger Clough** | **OTHER MODULE STAFF: Dr Bryan Mills** |

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| **Summary of Module Content**   1. Equity and debt; Weighted Average Cost of Capital 2. Stock Market functioning 3. Investment appraisal techniques 4. Time and value based billing 5. Types of budgeting and flexed budgets |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

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| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T1 | Test | 100% | Use investment appraisal techniques to make strategic management decisions (3)  Understand different methods of budgeting and analyse budget variances (5) |
| Coursework | C1 | Assignment | 100% | Analyse the relationship between equity and debt (1)  Analyse the Efficient Market Hypothesis (2)  Evaluate time and value based billing (4) |
| Practice | P\_ |  |  |  |

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| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

**SECTION A:DEFINITIVE MODULE RECORD*.***

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| **MODULE CODE:CORC2097** | **MODULE TITLE: International Business and Strategy** |

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| **CREDITS:** 20 | **FHEQ** **LEVEL: 5** | **JACS CODE: N120** |

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| **PRE-REQUISITES: N/A** | **CO-REQUISITES: N/A** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:** Students will understand how strategies can be developed to achieve objectives in international business, and also how they may be implemented at both the tactical and strategic levels. It will also consider the ramifications of international business on individuals and the workplace. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 100% | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) |  | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: N/A** |

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| **MODULE AIMS:** To create an understanding of International Business and an appreciation of the relevance of theories relating to International trade. It will enable the student to critically analyse and evaluate the importance of the development of international strategies. |

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| **ASSESSED LEARNING OUTCOMES:**  At the end of the module the learner will be expected to be able to:   1. Understand the importance and advantages of International Business in the business world and the opportunities provided by membership of the EU 2. To understand the theory of International Trade including the theory of comparative advantage and protectionism 3. To evaluate the manners in which strategy can be translated into policy at the tactical level. 4. To analyse the importance of planning an international business. 5. Relate issues to their own work related experience |

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| **DATE OF APPROVAL**: April 2013 | **FACULTY/OFFICE: Academic Partnerships** |
| **DATE OF IMPLEMENTATION**: Sept 2013 | **SCHOOL/PARTNER: Cornwall College** |
| **DATE(S) OF APPROVED CHANGE:** XX/XX/XXXX | **TERM: AY** |

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| Additional notes (for office use only): |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| **MODULE CODE: CORC2097** | **MODULE TITLE: International Business and Strategy** |

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| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE:133** |

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| **MODULE LEADER: Dr Michelle Lawrence** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   * An understanding of the nature of the international business, the theory of International Trade, including the theory of comparative advantage, protectionism and balance of payments * The options and opportunities available in international business including barriers and difficulties encountered, including currency fluctuations; the consequence of the enlarged European Union and the single currency * An evaluation of opportunities to develop strategies as to whether a business should enter International Business, what to export and the identification of potential markets * An analysis of the need to organise for export, direct and indirect exporting, licensing, direct foreign investment and export management, as well as strategies relating to international logistics, globalisation, the formation of International alliances. And an evaluation of financial strategies * The importance of International Business on both personal life and the world of work |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

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| ***category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T\_ |  |  |  |
| Coursework | C1 | **Case Study** | 100% | All |
| Practice | P\_ |  |  |  |

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| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

**SECTION A:DEFINITIVE MODULE RECORD*. New Module***

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| **MODULE CODE: CORC2098** | **MODULE TITLE: Business Strategy** |

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| **CREDITS:** 20 | **FHEQ** **LEVEL: 5** | **JACS CODE: N120** |

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| **PRE-REQUISITES: N/A** | **CO-REQUISITES: N/A** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:** This module develops the theory and practice of strategic planning, and emphasises the practical application of strategic models. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 90% | **P1** | **10%** |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) |  | **C3** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: N/A** |

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| **MODULE AIMS:** The aim of this module is to provide students with the opportunity to analyse and evaluate the complex interactions between organisations and the operating environment, using strategic models and real organisations to provide a context for this. |

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| **ASSESSED LEARNING OUTCOMES:** (additional guidance below)  At the end of the module the learner will be expected to be able to:   1. Identify and apply a range of strategic models 2. Relate theoretical constructs to organisational realities 3. Plan and execute a ‘live consultancy’ project with the brief being set by a real organisation 4. Recommend appropriate organisational actions based on the ‘live consultancy’ project. |

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| **DATE OF APPROVAL**: April 2013 | **FACULTY/OFFICE:** Academic Partnerships |
| **DATE OF IMPLEMENTATION**: September 2013 | **SCHOOL/PARTNER:** Cornwall College |
| **DATE(S) OF APPROVED CHANGE:** XX/XX/XXXX | **TERM: AY** |
| additional notes (for office use only): | |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| **MODULE CODE: CORC2098** | **MODULE TITLE: Business Strategy** |

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| **ACADEMIC YEAR: all year** | **NATIONAL COST CENTRE: 133** |

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| **MODULE LEADER: Dr Roger Clough** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   1. SWOT 2. PESTEL 3. Porter’s Five Forces 4. BCG Matrix 5. GE Matrix 6. Porter’s Value Chain Analysis 7. Business Research Methodology 8. Live Consultancy Supervision |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

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| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T\_ |  |  |  |
| Coursework | C1 | Group CV/contract  Preliminary Report  Final Report | 10%  30%  60%    Total 100% | Plan and execute a ‘live consultancy’ project with the brief being set by a real organisation (3)  Identify and apply a range of strategic models (1)  Plan and execute a ‘live consultancy’ project with the brief being set by a real organisation (3)  Identify and apply a range of strategic models (1)  Relate theoretical constructs to organisational realities (2)  Plan and execute a ‘live consultancy’ project with the brief being set by a real organisation (3)  Recommend appropriate organisational actions based on the ‘live consultancy’ project (4) |
| Practice | P1 |  | 100% | Presentation of final report |

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| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

**SECTION A:DEFINITIVE MODULE RECORD*.***

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| **MODULE CODE: CORC2099** | **MODULE TITLE: Applied Research** |

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| **CREDITS:** 20 | **FHEQ** **LEVEL: 5** | **JACS CODE: N100** |

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| **PRE-REQUISITES: N/A** | **CO-REQUISITES: N/A** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:** This module will review alternative modes of enquiry that might be encountered in academic and business environments |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 90% | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) | 10% | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: n/a** |

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| **MODULE AIMS:**The aim of this module is to introduce students to research methods techniques and the notion of best practice development within organisations. |

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| **ASSESSED LEARNING OUTCOMES:**  At the end of the module the learner will be expected to be able to:   1. Understand the principles and practice of designing investigations and enquiries; 2. Analyse information including appropriate statistical methods and observation as research methods; 3. Use primary and secondary data as a source of management information. 4. Explore notions of best practice in a business setting 5. Relate issues to their own work related experience |

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| **DATE OF APPROVAL**: April 2013 | **FACULTY/OFFICE:** Academic Partnership |
| **DATE OF IMPLEMENTATION**: September 2013 | **SCHOOL/PARTNER:** Cornwall College |
| **DATE(S) OF APPROVED CHANGE:** XX/XX/XXXX | **TERM: AY** |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| **MODULE CODE: CORC2099** | **MODULE TITLE: Applied Research** |

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| **ACADEMIC YEAR: 2014-2015** | **NATIONAL COST CENTRE:27** |

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| **MODULE LEADER: Dr Bryan Mills** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   * Data collection& basic statistical methods * The concepts of: types of information; measures of location and dispersion, reliability, validity, precision and accuracy of the methods of inquiry * The resource implications of conducting an inquiry; manpower planning; finance; time; and data storage and analysis requirements * The concepts of population and sample * The choice of data acquisition – method in relation to type and aims of investigation and resource material, including observation techniques * Best practice and continuous improvement |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

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| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T1 | **Statistics test** | 100% | *LO 2* |
| Coursework | C1 | Research Proposal  Critical Analysis | 45%  55%  100% | All  All |
| Practice | P\_ |  |  |  |

**Reading Lists**

Bryman, A. (2012) Social Research Methods. 4th ed. Oxford: Oxford University Press.

Bryman, A. and Bell, E. (2007), Business Research Method. 2nded. Oxford: Oxford University Press.

Cassell, C. and Symon, G. (2004) Essential Guide to Qualitative Methods in Organisational Research. Thousand Oaks, C.A: Sage Publications Ltd.

Collis, J. and Hussey, R. (2009) Business Research: A Practical Guide for Undergraduate and Postgraduate Students. 3rd ed. Basingstoke, UK: Macmillan Publishers Limited.

deVaus, D. (2002) Analyzing Social Science Data: 50 Key Problems in Data Analysis, London: Sage Publications.

Easterby-Smith, M., Thorpe, R. and Jackson, P. (2012) Management Research (4th ed). Thousand Oaks, C.A: Sage Publications Ltd.

Easterby-Smith, M., Thorpe, R., Jackson, P. and Lowe, A. (2008) Management Research: An Introduction. 3rd ed. Thousand Oaks, C.A: Sage Publications Ltd.

Fisher, C. (2004) *Researching and Writing a Dissertation for Business Students*. Upper Saddle River, NJ: FT Prentice Hall

Gill, J. and Johnson, P. (2002), *Research Methods for Managers.* 3rd ed. Thousand Oaks, C.A: Sage Publications.

Hair Jnr., J.F., Money, A. H., Samuel, P. and Page, M. (2007) *Research Methods for Business*. Chichester, England: John Wiley and Sons Ltd.

Matthews, B. and Ross, L. (2010) *Research Methods: A Practical Guide for the Social Sciences*. Harlow, England: Pearson Education Limited.

Pallant, J. (2010) *SPSS Survival Manual: A step by step guide to data analysis using SPSS.* 4th ed*.* Open University Press

Saunders, M., Lewis, P. and Thornhill, A. (2012) *Research Methods for Business Students.* 6th ed. England, Pearson.

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| **Updated by**: Date: | **Approved by**: Date: |

**SECTION A:DEFINITIVE MODULE RECORD**

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| **MODULE CODE: CORC319** | **MODULE TITLE: Enterprise Project** |

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| **CREDITS:** 20 | **FHEQ** **LEVEL: 6** | **JACS CODE: N210** |

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| **PRE-REQUISITES: N/A** | **CO-REQUISITES: N/A** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:**  The ‘Enterprise Project’ is an individual project- based assignment which aims to integrate a critical evaluation of the enterprise concept with active learning centred and a forward looking personal evaluation. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 100% | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) |  | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: n/a** |

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| **MODULE AIMS:**The aims of this module are to develop students’ critical understanding of what it means to be enterprising; to develop their enterprising behaviours, skills and attributes through critical self-evaluation and personal development planning. |

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| **ASSESSED LEARNING OUTCOMES:**  At the end of the module the learner will be expected to be able to:   1. Critically analyse the concept of enterprise and evaluate enterprising behaviour. 2. Conduct a critical self-evaluation of own enterprise skills, attributes and behaviours. 3. Identify current and future personal development needs. 4. Use appropriate information sources and research methodologies to develop a coherent and well-presented portfolio of work. |

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| **DATE OF APPROVAL**: April 2013 | **FACULTY/OFFICE:** Academic Partnerships |
| **DATE OF IMPLEMENTATION**: September 2013 | **SCHOOL/PARTNER:** Cornwall College |
| **DATE(S) OF APPROVED CHANGE:** XX/XX/XXXX | **TERM: AY** |

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| Additional notes (for office use only): |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| **MODULE CODE: CORC319** | **MODULE TITLE: Enterprise Project** |

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| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE: 133** |

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| **MODULE LEADER: Dr Bryan Mills** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   * Introduction to the project process, including ethical considerations of project work to be undertaken * Concepts of enterprise * Enterprise skills, attributes and behaviours * Report writing and presentation skills |

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| **UMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | | | | | | |
| **Scheduled Activities** | | | **Hours** | | **Comments/Additional Information** | | |
| Lecture | | | 10 | |  | | |
| Project Supervision | | | 10 | |  | | |
| Guided Independent study | | | 180 | |  | | |
| **Total** | | | **200** | | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** | | |
|  |  |  | |  | |  |
| ***Category*** | ***Element*** | ***Component Name*** | | ***Component weighting*** | | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  | |  | |  |
| T\_ |  | |  | |  |
| Coursework | C1 | **Case Studies**  **Reflection** | | 70%  30%  100% | | LO1, 4  LO2, 3 |
| Practice | P\_ |  | |  | |  |

|  |  |
| --- | --- |
| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

Bessant, J and Tidd, J (2007) *Innovation and Entrepreneurship*, West Sussex: Wiley

Birley, S. and Muzyka, D. (1997) *Mastering Enterprise*: London: Pitman: FT.

Block M and MacMillan I C (1993) *Corporate Venturing: Creating New Businesses within the Firm*: Harvard: Harvard Uni. Press.

Bolton, B. and Thompson, J. (2000) *Entrepreneurs: Talent, Temperament*, London: Butterworth.

Bridge, S., O’Neill, K. and Cromie, S. (2003). *Understanding Enterprise, Entrepreneurship and Small Business*, (2nd Edition). London: Palgrave, Macmillan.

Drucker, P. (1985) *Innovation and Entrepreneurship*, London: Butterworth/Heineman.

Drucker, P. (1999) *Managing in a Time of Great Change*. London: Butterworth.

Journal and authors to look out for include:

Allan Gibb (Google)

[**Journal of Small Business and Enterprise Development**](http://www.swetswise.com/eAccess/viewTitleIssues.do?titleID=115127)

**Entrepreneur**

**Entrepreneurship: Theory & Practice**

**SECTION A:DEFINITIVE MODULE RECORD**

|  |  |
| --- | --- |
| **MODULE CODE: CORC320** | **MODULE TITLE: Strategic Human Resource Management** |

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| **CREDITS:** **20** | **FHEQ** **LEVEL: 6** | **JACS CODE:N600** |

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| **PRE-REQUISITES: N/A** | **CO-REQUISITES: N/A** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:** To develop knowledge of the theoretical background and models of HRM in relation to strategic business planning. To develop an awareness of the role of employment law in this process where applicable. To consider the links to practical applications in the management of people. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 60% | **P1** |  |
| **E2** (OSCE) |  |  |  | **P3** |  |
| **T1** (in-class test) | 40% | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement:** |

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| **MODULE AIMS:**  To gain an understanding of the importance of HRM at a strategic level in the achievement of aims and objectives of the enterprise. |

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| **ASSESSED LEARNING OUTCOMES:** (additional guidance below)  At the end of the module the learner will be expected to be able to:   1. Demonstrate knowledge of various internal and external factors that influence Human Resource strategies, policies and practices 2. Critically review a range of HR models, theories and legal principles 3. Identify and critically evaluate a range of organisational practices relating to the management of HR and Employment Law within an organisation 4. Suggest appropriate responses for the resolution of legal & people management issues 5. Maintain awareness of the development of employment law in relation to HRM |

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| **DATE OF APPROVAL**: April 2013 | **FACULTY/OFFICE:** Academic Partnerships |
| **DATE OF IMPLEMENTATION**: September 2013 | **SCHOOL/PARTNER**: Cornwall College |
| **DATE(S) OF APPROVED CHANGE:** XX/XX/XXXX | **TERM: AY** |

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| Additional notes (for office use only): |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

|  |  |
| --- | --- |
| **MODULE CODE: CORC320** | **MODULE TITLE: Strategic Human Resource Management** |

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| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE: 133** |

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| **MODULE LEADER: David Ager** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   1. A view of HRM as a strategic function in the organisation 2. Collective versus Individual bargaining and the role of trade unions 3. Diversity and the importance of Equal Opportunities in the organisation 4. Strategic approaches to payment systems and the Total Reward strategy 5. Human resource planning as part of the organisation’s strategy 6. Performance management and enhancing staff performance through training and individual development |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

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| --- | --- | --- | --- | --- |
| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T1 | **Test** | 100% | LO 1-5 |
| Coursework | C1 | **Case Study** | 100% | LO 1-5 |
| Practice | P\_ |  |  |  |

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| --- | --- |
| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

Armstrong M (2009) *A handbook of human resource practice* Kogan Page 658.3ARM

Currie D (2006) *Introduction to Human Resource Management in Practice* CIPD 658.3CUR *A good basic introduction*

Kew, J. (Author.) and Stredwick, J. (Author.) (2010) *Human resource management in a business context*. 3rd ed. CIPD. 658.3KEW

Lewis & Sargeant (2009) *Essentials of Employment Law* 10th edition, CIPD

Muller-Camen, M. (Ed), Croucher, R. (Ed.) and Leigh, S. (Ed.) (2008) *Human resource management: a case study approach*. CIPD. 658.3MUL

Pilbeam, S. (Author.) and Corbridge, M. (Author.) (2010) *People resourcing and talent planning: HRM in practice* [eBook]. 4th edn.

Selwyn N M (2010) *Law of Employment*, 16th Ed., LexisNexis

Torrington, D. et al. (2011) *Human resource management*. 8th edn. Harlow: Financial Times/Prentice Hall. 658.3TOR

**Internet Sites**

Daniel Barnett [bulletins@emplawservices.co.uk](mailto:bulletins@emplawservices.co.uk)

Employment Law Weekly News [bulletins@emplawservices.co.uk](mailto:bulletins@emplawservices.co.uk)

CIPD <http://www.cipd.co.uk/>

ACAS <http://www.acas.org.uk/>

CMI <http://www.managers.org.uk/>

**SECTION A:DEFINITIVE MODULE RECORD*.***

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| --- | --- |
| **MODULE CODE: CORC321** | **MODULE TITLE: Performance Management** |

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| --- | --- | --- |
| **CREDITS:** 20 | **FHEQ** **LEVEL: 6** | **JACS CODE:N210** |

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| **PRE-REQUISITES: n/a** | **CO-REQUISITES: n/a** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:**  This module provides students with understanding of the issue relating to and techniques involved in the measurement of performance in contemporary business settings |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 40% | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) | 60% | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: n/a** |

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| **MODULE AIMS:**  This module aims to develop critical understanding and practical ability in the subject of financial and performance management within a contemporary business setting. Students will develop their existing understanding of both financial and non-financial performance measurement tools and applications and knowledge of the management of such metrics. |

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| **ASSESSED LEARNING OUTCOMES:** (additional guidance below)  At the end of the module the learner will be expected to be able to:   1. critically analyse the links between performance assessment and organisational vision, mission and objectives. 2. understand how managers take account of various factors affecting investment appraisal e.g. inflation, uncertainty, risk, cost of capital 3. understand how businesses raise long term finance 4. understand how a company can calculate its cost of capital 5. employ the various techniques used in the valuation of businesses 6. critically evaluate a range of financial and non-financial performance measures. |

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| **DATE OF APPROVAL**: April 2013 | **FACULTY/OFFICE:** Academic Partnerships |
| **DATE OF IMPLEMENTATION**: Sept 2013 | **SCHOOL/PARTNER:** Cornwall College |
| **DATE(S) OF APPROVED CHANGE:** | **TERM: AY** |

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| Additional notes (for office use only): |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

|  |  |
| --- | --- |
| **MODULE CODE: CORC321** | **MODULE TITLE: Performance Management** |

|  |  |
| --- | --- |
| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE: 133** |

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| **MODULE LEADER: Dr Bryan Mills** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**  Relationship between strategy/vision/mission and metrics. Environmental measures of performance. Staff appraisal and performance management. Performance variance. Financial performance measures. Investment Appraisal. The management of performance |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

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| --- | --- | --- | --- | --- |
| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T1 | **T1 - KPIs**  **T2 - WACC**  **T3 - all** | 20%  20%  60%  100% | *LO1, 6*  *LO2, 3, 4*  *All* |
| Coursework | C1 | **Case Study** | 100% | All |
| Practice | P\_ |  |  |  |

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| --- | --- |
| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

Berry, A. J., Broadbent, J. and Otley, D. (eds) (2005), *Management Control: Theories, issues and Performance*, 2nd ed, Basingstoke, Palgrave Macmillan.

Gray, R. H., Owen, D. L. and Adams, C. (1996) *Accounting and Accountability: Changes and Challenges in Corporate Social and Environmental Reporting*, London, Prentice Hall.

McLaney, E. J. (2006) *Business Finance: Theory and Practice*, 7th ed, London, FT Prentice Hall.

**SECTION A:DEFINITIVE MODULE RECORD*.***

|  |  |
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| **MODULE CODE: CORC322** | **MODULE TITLE: Strategic Marketing Management** |

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| **CREDITS:** 20 | **FHEQ** **LEVEL: 6** | **JACS CODE: N210** |

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| **PRE-REQUISITES: N/A** | **CO-REQUISITES: N/A** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:**  To provide participants with a good understanding of the concepts of marketing strategy and competitive positioning |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | **80%** | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) | 20% | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: N/A** |

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| **MODULE AIMS:** This module is designed to provide participants with the principles of market led strategic management. The marketing planning process will be explored as a means of setting and achieving organisational objectives. The course will focus on aspects of planning including the assessment and selection of marketing opportunities, competitive positioning strategies, programmes and implementation. The role of marketing in various contexts will be explored. Examination of the role of selling and creativity. |

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| **ASSESSED LEARNING OUTCOMES:**  At the end of the module the learner will be expected to be able to:   1. Evaluate tools, concepts and techniques for developing a marketing plan 2. Ensure that the marketing plan is compatible with overall organisational objectives. 3. Judge the appropriateness of given concepts, techniques and tools in developing and managing the marketing mix 4. Determine the relationship between development of the marketing mix and its impact upon performance |

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| **DATE OF APPROVAL**: April 2013 | **FACULTY/OFFICE: Academic Partnerships** |
| **DATE OF IMPLEMENTATION**: Sept 2013 | **SCHOOL/PARTNER: Cornwall College** |
| **DATE(S) OF APPROVED CHANGE:** XX/XX/XXXX | **TERM: AY** |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

|  |  |
| --- | --- |
| **MODULE CODE: CORC322** | **MODULE TITLE: Strategic Marketing Management** |

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| **ACADEMIC YEAR: 2015-2016** | **NATIONAL COST CENTRE: 133** |

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| --- | --- |
| **MODULE LEADER: Dr Michelle Lawrence** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   1. Market-led strategic management 2. Competitive Market Analysis. 3. The identification of current and future competitive positions 4. Competitive positioning strategies. Offensive and defensive competitive strategies 5. Competing through strategic alliances and networks |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

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| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T1 | **In-class test** | 100% | *All* |
| Coursework | C1 | **Case Study (live)** | 100% | all |
| Practice | P\_ |  |  |  |

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| --- | --- |
| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

***Reading List***

Beamish K & Ashford R (2008) Marketing Planning, Oxford: Butterworth-Heinemann

Hughes G & Fill C (2008) Marketing Communications,  Oxford: Butterworth-Heinemann

Hooley, G., Piercy, N.F. and Nicouland, B. (2008), *Marketing Strategy and Competitive Positioning*, 4th ed., London, FT Prentice Hall.

Williams J & Curtis T (2008) Marketing Management in Practice,  Oxford: Butterworth-Heinemann

Gay R, Charlesworth A and Esen R (2007), Online Marketing A customer-led approach, Oxford: Oxford University Press

[www.themarketer.co.uk](http://www.themarketer.co.uk)

[www.davechaffey.com](http://www.davechaffey.com)

**SECTION A:DEFINITIVE MODULE RECORD*.***

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| **MODULE CODE: CORC324** | **MODULE TITLE: Consultancy Capstone** |

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| **CREDITS:** 20 | **FHEQ** **LEVEL: 6** | **JACS CODE:N210** |

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| **PRE-REQUISITES:**  **None** | **CO-REQUISITES: None** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:** *(max 425 characters)*  This module is largely student led and designed to enable student involvement with real business issues. Students work in small teams to produce one or more consultancy-style reports. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | **100%** | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) |  |  |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: N/A** |

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| **MODULE AIMS:**  The aims of this module are:   * to strengthen vocational skills by providing students with an opportunity to engage with the business world and further develop an understanding of practical strategic management issues. * To develop student capacity for individual and group research. |

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| **ASSESSED LEARNING OUTCOMES:** (additional guidance below)  At the end of the module the learner will be expected to be able to:   1. Select and apply appropriate techniques of organisational and environmental analysis to detailed cases 2. Perform and disseminate research for business briefs 3. Demonstrate an ability to marry theoretical concepts to the practical reality of business situations 4. Develop appropriate detailed implementation and evaluation strategies. |

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| **DATE OF APPROVAL** April 2013 | **FACULTY/OFFICE:** Academic Partnerships |
| **DATE OF IMPLEMENTATION**: September 2013 | **SCHOOL/PARTNER:** Cornwall College |
| **DATE(S) OF APPROVED CHANGE:** XX/XX/XXXX | **TERM:** AY |

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| Additional notes (for office use only): |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

|  |  |
| --- | --- |
| **MODULE CODE: CORC324** | **MODULE TITLE: Consultancy Capstone** |

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| **ACADEMIC YEAR: 2013-14** | **NATIONAL COST CENTRE: 133** |

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| **MODULE LEADER: Dr Roger Clough** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   1. Introduction to the consultancy process – briefs, methods and problems 2. Strategic analysis – models and theories of strategic management 3. Supervision of a consultancy report for an external client |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T\_ |  |  |  |
| Coursework | C1 | CW1  CW2  CW3  CW4 | 15%  35%  25%  25%  100% | Select and apply appropriate techniques of organisational and environmental analysis to detailed cases (1)  Perform and disseminate research for business briefs (2)  Demonstrate an ability to marry theoretical concepts to the practical reality of business situations (3)  Develop appropriate detailed implementation and evaluation strategies (4) |
| Practice | P\_ |  |  |  |

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| --- | --- |
| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

**SECTION A:DEFINITIVE MODULE RECORD*. Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.***

|  |  |
| --- | --- |
| **MODULE CODE: CORC310** | **MODULE TITLE: Globalisation and Localisation** |

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| **CREDITS: 20** | **FHEQ** **LEVEL: 6** | **JACS CODE: L990** |

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| **PRE-REQUISITES:** | **CO-REQUISITES:** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR**: This module ranges across a number of themes – health, economics, crime, politics, environmentalism, to examine how global developments are refracted in the Cornish experience. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | **100%** | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) |  | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Social Science |

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| **Professional body minimum pass mark requirement: N/A** |

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| **MODULE AIMS:**   * To examine global and local connections on a range of issues * To explore the tensions that exist in global and local development * To develop an understanding of the impact that global developments have on the lives of local people. |

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| **ASSESSED LEARNING OUTCOMES:** (additional guidance below)  At the end of the module the learner will be expected to be able to:   1. Demonstrate an understanding of the relationship between the global and the local 2. Evaluate theories of Globalization 3. Appraise the tensions between global and local issues.   (selected from Knowledge and Understanding; Cognitive/intellectual skills; Key/transferable skills; Practical skills - see SEEC level descriptors) |

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| **DATE OF APPROVAL**: November 2009 | **FACULTY/OFFICE:** Academic Partnerships |
| **DATE OF IMPLEMENTATION**: September 2010 | **SCHOOL/PARTNER: Cornwall College** |
| **DATE(S) OF APPROVED CHANGE:** | **TERM: AY** |

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| Additional notes (for office use only): |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

***Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.***

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| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE: 29** |

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| **MODULE LEADER: Dave Ager** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**   * Health – pandemics; global and local health inequalities * Economics – Trans National Corporations and the impact of global finance * Crime – Crime without borders – people trafficking, drugs, State crimes * Politics- the politicisation of religion, dealing with migration, global conflict * Environment – global warming, pollution, new technology |

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| --- | --- | --- |
| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lectures | 45 |  |
| Guided Independent Study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T\_ |  |  |  |
| Coursework | C1 | Case Study Questions | 100% | all |
| Practice | P\_ |  |  |  |

|  |  |
| --- | --- |
| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

**SECTION A:DEFINITIVE MODULE RECORD*.***

|  |  |
| --- | --- |
| **MODULE CODE: CORC323** | **MODULE TITLE: Responsible Enterprise** |

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| --- | --- | --- |
| **CREDITS:** 20 | **FHEQ** **LEVEL: 6** | **JACS CODE: N210** |

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| **PRE-REQUISITES:**  **None** | **CO-REQUISITES: None** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:**  An introduction to the ethical dimension of issues such as corporate social responsibility, corporate governance, responsible supply chain management, sustainability, ethical trading and globalisation. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 70% | **P1** |  |
| **E2** (OSCE) |  |  |  | **P3** |  |
| **T1** (in-class test) | 30% | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Business |

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| **Professional body minimum pass mark requirement: N/A** |

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| **MODULE AIMS:**  The aim of this module is to demonstrate the importance and influence of the ethical dimension of customer and corporate behaviour. |

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| **ASSESSED LEARNING OUTCOMES:** (additional guidance below)  At the end of the module the learner will be expected to be able to:   1. Critically analyse problems and choose appropriate methods for their resolution 2. Take responsibility for own learning 3. Communicate effectively and in an appropriate manner 4. Reflect and act with increasing autonomy within defined guidelines |

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| **DATE OF APPROVAL**: April 2013 | **FACULTY/OFFICE:** Academic Partnerships |
| **DATE OF IMPLEMENTATION**: Sept 2013 | **SCHOOL/PARTNER:** Cornwall College |
| **DATE(S) OF APPROVED CHANGE:** XX/XX/XXXX | **TERM: AY** |

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| Additional Notes: |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| **MODULE CODE: CORC323** | **MODULE TITLE: Responsible Enterprise** |

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| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE:133** |

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| **MODULE LEADER: Dr Roger Clough** | **OTHER MODULE STAFF: Dr Bryan Mills, Dr Michelle Lawrence, Mr David Ager** |

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| **Summary of Module Content**   1. Corporate social responsibility 2. The pharmaceutical industry and developing nations 3. Supply chain management 4. Corporate governance 5. Sustainability 6. Corporate culture 7. Responsible human resource management 8. Marketing and advertising ethics 9. Globalisation 10. The ethical consumer |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lecture | 45 |  |
| Guided Independent study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)** |

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| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T1 | In-class test | 100% | Critically analyse problems and choose appropriate methods for their resolution (1)  Take responsibility for own learning (2)  Communicate effectively and in an appropriate manner (3)  Reflect and act with increasing autonomy within defined guidelines (4) |
| Coursework | C1 | CW1  CW2 | 30%  70%  Total 100% | Critically analyse problems and choose appropriate methods for their resolution (1)  Take responsibility for own learning (2)  Communicate effectively and in an appropriate manner (3)  Reflect and act with increasing autonomy within defined guidelines (4) |
| Practice | P\_ |  |  |  |

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| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |

***Reading List***

Boatright, J. (2000) *Ethics and the Conduct of Business*, 3rd ed., New Jersey, Prentice Hall.

Crane, A. and Matten, D. (2007) *Business Ethics*, 2nd ed., Oxford, Oxford University.

Mullins, L. (2007) *Management and Organisational Behaviour*, 8th ed., Harlow, FT Prentice Hall.

Sharp, D. (2006) *Cases in Business Ethics*, London, Sage.

Wyburd, G. (1998) *Competitive and Ethical?*, London, Kogan Page.

Department for Business, Enterprise and Regulatory Reform: *http://www.berr.gov.uk/*

Fairtrade Foundation: *http://www.fairtrade.org.uk/*

Institute of Business Ethics: *http://www.ibe.org.uk/*

Sustainable Development Commission: *http://www.sd-commission.org.uk/*

**SECTION A:DEFINITIVE MODULE RECORD*.***

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| **MODULE CODE:** ERM301 | **MODULE TITLE:** Environmental Sustainability and Economics |

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| **CREDITS:** 20 | **FHEQ** **LEVEL: 6** | **JACS CODE: F750** |

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| **PRE-REQUISITES: None** | **CO-REQUISITES: None** | **COMPENSATABLE: Y** |

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| **SHORT MODULE DESCRIPTOR:** This module introduces the student to the impact and use of economic policies and theories on the environment. It shows how the use of models and ideas from the field of economics can assist in resolving environmental problems. It builds on an understanding of economic theory to consider the use of a range of environmental problems and the possible solutions which the science of economics can offer. |

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| **ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions}*** | | | | | |
| WRITTEN EXAMINATION | | COURSEWORK | | PRACTICE | |
| **E1** (Formally scheduled) |  | **C1** | 100% | **P1** |  |
| **E2** (OSCE) |  | **C2** |  | **P3** |  |
| **T1** (in-class test) |  | **A1** |  |  |  |

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| **SUBJECT ASSESSMENT PANEL Group to which module should be linked**: Science |

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| **MODULE AIMS:** To provide students with an understanding of the relevance, and possible drawbacks, to the use of economic ideas to provide a perspective in understanding environmental issues and resolving environmental problems. |

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| **ASSESSED LEARNING OUTCOMES:**  At the end of the module the learner will be expected to be able to:   1. Have knowledge of economic principles and understand how they relate to environmental issues. 2. Have an awareness of the ethical issues which affect economic decisions in the environment including such issues as the valuation of intangibles. 3. Assess a range of data and information using a range of sources within journals and government and other official publications. 4. Evaluate the relevance of economic ideas to particular areas of policy and compare them to other possible publications. 5. Use information selectively and with minimum guidance to produce a competent study of an issue in environmental economics. 6. Show how economic principles can be applied to the resolution of environmental problems using appropriate tools and knowledge. |

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| **DATE OF APPROVAL**: May 1999 | **FACULTY/OFFICE: Academic Partnerships** |
| **DATE OF IMPLEMENTATION**: Sept 1999 | **SCHOOL/PARTNER: Cornwall College** |
| **DATE(S) OF APPROVED CHANGE:** Feb 2005 | **TERM: AY** |
| Additional notes (for office use only): | |

**SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT**

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| **ACADEMIC YEAR: 2013-2014** | **NATIONAL COST CENTRE: 14** |

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| **MODULE LEADER: David Ager** | **OTHER MODULE STAFF:** |

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| **Summary of Module Content**  Introduction to economic principles, market economics, market failure, environmental sustainability, cost-benefit analysis, tradable permits, pollution taxes and congestion charges. |

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| **SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions}*** | | |
| **Scheduled Activities** | **Hours** | **Comments/Additional Information** |
| Lectures | 45 |  |
| Guided Independent Study | 155 |  |
| **Total** | **200** | **(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)** |

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| ***Category*** | ***Element*** | ***Component Name*** | ***Component weighting*** | ***Comments*** *Include links to learning objectives* |
| Written exam | E\_ |  |  |  |
| T\_ |  |  |  |
| Coursework | C1 | Case Study Questions  Briefing paper | 60 %  40% | All  All |
| Practice | P\_ |  |  |  |

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| **Updated by**: Date: xx/xx/xxxx | **Approved by**: Date: XX/XX/XXXX |