

FdA Business

September Intake Semester 1 & January Intake Semester 2

Level 4

Introduction to the Business Environment

This module provides students with a broad understanding of the organisational purpose and nature of the environment in which businesses function. It will explore how organisations react to the changes in their national and global environments whilst providing a broad understanding of the theories, concepts, and techniques applicable in various business environments. Students are also introduced to the impact of fiscal and monetary policy on businesses and the ways in which market forces and global factors shape an organisation.

Introduction to Marketing

This module introduces the key contemporary theories and approaches to marketing. It will enable the building of knowledge and the application of the tools and techniques required to analyse a market and the factors that affect it. The importance of customer segmentation and targeting, customer satisfaction, customer loyalty and branding, marketing strategy, and marketing mix development help students appreciate the complexity involved with customer acquisition and retention.

Study and Research Skills

This module introduces students to the research concept and the reasons for undertaking research. Different approaches to research and its design are explained, including using qualitative and quantitative research methodologies. Delivered through lectures, group tutorials, individual tutorials, and practical workshops conducted by research specialists from different business organisations. The students will be able to gain relevant study and research skills in this module.

September Intake Semester 2 & January Intake Semester 1

Managing People in Organisations

This module considers processes, concepts, and theories of managing people, such as recruitment and selection, induction and training, motivation and performance, individual behaviour, and teams and team building. Students are appraised of key motivational theories, recruitment and selection processes, and the techniques for implementation. The relationship between organisational structure and culture is examined alongside the impact of differing leadership styles on motivation and productivity.

Introduction to Business Ethics and Sustainability

This module will introduce students to the theories and practices of business ethics, environmental and social responsibility, and the ethical dilemmas faced in adopting effective corporate social responsibility (CSR). Students will analyse the relationship between business and society whilst comparing and contrasting different theoretical frameworks. Developing the analytical skill set to assess and implement business ethics and sustainability frameworks is a key outcome of studying this module.

Personal and Professional Development

The module is designed to empower students with a comprehensive range of skills and knowledge essential to engender personal and professional achievement. Students are guided on a journey of self-discovery, encouraging them to explore personal values, strengths, and areas for growth. Emphasis is placed on aligning these attributes with the demands of their chosen professions, fostering self-awareness and purpose. The module equips students to critically analyse resilience-building strategies, provide practical insights to navigate challenges and uncertainties and install a resilient mindset for sustained success in personal and professional endeavours.

Level 5

September Intake Semester 1 & January Intake Semester 2

Employability Skills

This module addresses accountability and responsibility in preparation for prospective employment. Students will enhance and strengthen their interpersonal and transferable skills, including presentations in formal business meetings and professional interviewing techniques. Employability Skills provides students with an opportunity to develop and hone the skills required for prospective employment. It will enable students to enhance their performance in a business context.

Entrepreneurship In Business

Entrepreneurship in Business introduces students to what it means to be an entrepreneur in business today. It explores how an organisation can encourage innovation and entrepreneurship and the processes used to manage an enterprise. Students are given the opportunity to explore their entrepreneurial skills by researching their own ideas – a product or service – and producing a business proposal for their chosen venture.

Preparation for Work-Based Learning – (Always in Semester 1 for both intake)

Phase 1 aims to provide students with a thorough understanding of diverse job roles in business, preparing them for future work placements. Through exploration of various techniques, including a skills audit and creating a Personal Development Plan (PDP), students will address skills gaps. Emphasis on workplace ethics ensures a professional mindset, cultivating professionalism, integrity, and adherence to ethical standards. Ultimately, students will emerge with enhanced practical skills and a nuanced understanding of hospitality job roles, ready for successful work placements.

September Intake Semester 2 & January Intake Semester 1

Business Decision Making

This module develops techniques required to solve problems in a business context. It provides students with analytical and communications skills relevant to understanding business decision-making with an emphasis on research and problem-solving. It also encourages the development of skills in data collection, storage, creation, and presentation of information.

Managing Financial Resources

Interpreting financial statements through the tools used in decision-making (including ratio analysis) will enable students to implement measures to improve an organisation's business performance. Additionally, developing the ability to investigate the reasons behind a budget variance will allow an appraisal of the cost-benefit and effectiveness of resource allocation (and reallocation) if deemed necessary. This is enhanced further through the identification of the information needs of various stakeholders.

Work-Based Learning Project -(Always in Semester 2 for both intake)

This module will assess students' capacity to execute work-related responsibilities and articulate their reflections as a project. Additionally, it will evaluate a student's proficiency in adhering to workplace ethics. This is achieved by addressing workplace ethical dilemmas and presenting evidence and solutions through a reflective journal. By integrating knowledge with work placement, students have an invaluable opportunity to experience implementation challenges in practice.