

## COURSE SPECIFICATION DOCUMENT

|                                      |   |
|--------------------------------------|---|
| <b>Academic School / Department:</b> | Richmond Business School  |
| <b>Programme:</b>                    | BA International Business<br>BA Marketing<br>BA Fashion Management and Marketing<br>BA Business Enterprise and Innovation |
| <b>FHEQ Level:</b>                   | 4   |
| <b>Course Title:</b>                 | Introduction to Business Management and Marketing   |
| <b>Course Code:</b>                  | BUSM 4101   |
| <b>Total Hours:</b>                  | 160 (Lev 3-5) (4 US Credit)   |
| Timetabled Hours:                    | 45  |
| Guided Learning Hours:               | 15  |
| Independent Learning Hours:          | 100   |
| <b>Credit</b>                        | 16 UK CATS credits<br>8 ECTS credits<br>4 US credits  |

### **Course Description:**

This module provides a foundational understanding of how businesses operate and effectively reach their target markets. Students will explore core management principles and marketing strategies, gaining insights into how organizations create value and build profitable customer relationships.

### **Prerequisites:**

None

### **Aims and Objectives:**

- To Provide a foundational understanding of business operations and marketing principles.
- To Develop analytical and problem-solving skills in an organizational context.
- To Equip students to understand and apply marketing strategies effectively.
- To Foster critical thinking and problem-solving in business operations and marketing.

**Programme Outcomes:**

A4I, B4I, D4I

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

| Learning Outcomes  | Programme Outcomes |
|--|--------------------|
| Demonstrate knowledge and understanding of the purpose and role of the operational functions of a business.              | L4A (I)            |
| Understand the performance benefits and costs associated with different organizational structures.                       | L4A (I)            |
| Demonstrate knowledge and understanding of the fundamental principles of marketing.                                      | L4 B (I)           |
| Apply marketing techniques to identify and interpret trends in the marketplace, and show understanding of their drivers. | L4 D (I)           |

**Indicative Content:****Part One: Business Operations**

- The operational functions of a business
- The concept of 'optimization' in business operations.
- The dynamics of groups within organizations.
- Managing the workforce

**Part Two: Marketing**

- How organizations cultivate profitable customer relationships.
- Principles of marketing and its core components.
- The customer decision-making process and how the digital age impacts both customers and organizations.

**Assessment:**

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

**Teaching Methodology:**

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

**Indicative Text(s):**

**Management**

- Boddy, D. (2024) *Management: An Introduction*. London: Pearson Education Limited.
- Buchanan, D. A & Huczynski, A. (2019) *Organizational Behaviour*. London: Pearson Education Limited.
- Clegg, S., Kornberger, M., & Pitsis, T. (2022) *Managing and Organizations: An Introduction to Theory and Practice*. US: Sage.

**Marketing**

- Baines, P., Fill, C., & Page, K. (2019) *Essentials of Marketing*. Oxford: Oxford University Press.
- Jobber, D., & Ellis-Chadwick, F. (2024) *Principles and Practice of Marketing*. New York: McGraw-Hill Education.
- Kotler, P., & Armstrong, G. (2020) *Principles of Marketing*. London: Pearson Education Limited.

### **Websites**

The Chartered Management Institute (CMI): The CMI is the leading professional body for management and leadership in the UK, offering resources, training, and networking opportunities. <https://www.managers.org.uk/> (Accessed: November 2024).

The Federation of Small Businesses (FSB): The FSB is a major UK business organization representing small and medium-sized enterprises (SMEs), providing support and lobbying on their behalf. <https://www.fsb.org.uk/> (Accessed: November 2024).

The Chartered Institute of Marketing (CIM): The CIM is the world's leading professional marketing body, offering qualifications, resources, and events for marketers. <https://www.cim.co.uk/> (Accessed: November 2024).

Marketing Week: A leading UK marketing publication, offering news, insights, and analysis on the latest marketing trends and strategies. <https://www.marketingweek.com/> (Accessed: November 2024).

Econsultancy: A digital marketing and e-commerce best practice community, providing research, reports, and training. <https://econsultancy.com/> (Accessed: November 2024).

Office for National Statistics (ONS): The UK's national statistical office provides data and insights on the economy, society, and population. <https://www.ons.gov.uk/> (Accessed: November 2024).

Mintel: A market research company providing consumer and market insights across various industries. <https://www.mintel.com/> (Accessed: November 2024).

Statista: A statistics portal providing access to data on various topics, including consumer behavior, market trends, and digital usage. <https://www.statista.com/> (Accessed: November 2024).

See syllabus for complete reading list.

**Change Log for this CSD:**

| Nature of Change | Date Approved & Approval Body (School or AB) | Change Actioned by Registry Services |
|------------------|--|--------------------------------------|
| First edition    | Nov 2024                                     |                                      |
|                  |  |                                      |
|                  |  |                                      |
|                  |  |                                      |
|                  |  |                                      |
|                  |  |                                      |
|                  |  |                                      |
|                  |  |                                      |
|                  |  |                                      |
|                  |  |                                      |