



**CERTIFICATE IN
EXECUTIVE SECRETARYSHIP**

MODULE LEARNING GUIDE

FOR

INTRODUCTION TO BUSINESS

Subject Code: *CES BUS 104A*

VERSION 1: JANUARY 2007

1) INTRODUCTION

This subject introduces students to the world of business and forms a good foundation to enable students to do more advanced business related subjects

2) AIMS

This module is designed to provide the lecturer with the rudiments of economic dealing with trading & marketing at their work place.

3) LEARNING OUTCOMES

Learners who successfully complete this module will:

- Understand the role of marketing in business.
- The function of bank
- The function of stock exchange
- The types of business units in economic system
- The important of insurance

4) AUDIENCE AND PRE-REQUISITES

This module provide an advantage for those who as an elementary knowledge in economics but it is also provide elementary for easier understanding for those who don't have any former function about it.

5) OVERVIEW OF THE MODULE

- The economic environment
- The influence of trading block
- The balance of payments
- Organization Structures
- Forms of business
- Reasons for mergers/takeovers
- Banking Industry
- Sources of Finance for businesses
- Insurance and Assurance
- The Stock Market/Exchange
- Marketing

6) INSTRUCTIONAL PLAN and RESOURCES

The base source of material to be used is *Structure of Business* by Martin Buckley

Class Learning Schedule

Week	Lecture	Tutorial / Activities
1	Private & Public Sectors	
2	Private & Public Sectors	
3	Small firms, large-scale organizations, multinationals	
4	International Trade	
5	Banking	
6	Insurance	
7	The Stock Exchange	
8	Mid Semester Examination	
9	Sources of Finance	
10	Marketing	
11	Marketing	
12	Marketing	
13	Preview	
14	Preview	
15	FINAL EXAMINATION	

7) ASSESSMENT REQUIREMENTS

7.1) AIM

The aim of the assessment strategy is to identify formal practices and procedures for assessing and appraising the performance of participants in order those judgments and decisions can be reached concerning:

- The progression of participants through the programme.
- How well participants have met the programme learning outcomes through the combination of the individual module learning outcomes.
- The provision of feedback information to participants concerning their performance and how they adhered to the generic assessment criteria and the module-specific assessment criteria.

The underpinning principles which drive the assessment strategies adopted for this programme are the profile of the target participants and the programme itself (its philosophy and associated learning outcomes).

7.2 ASSESSMENT INSTRUMENTS:

The following is an outline of the various assessment instruments for this module:

7.2.1 EXAMINATIONS (50%)

Final Examination is included in this module. It seeks to determine participants' individual effectiveness in responding to specific questions under time-constrained invigilated conditions. The examination may take this form:

Section A: 1% × 20Q	=	20%
Section B: 5% × 4Q	=	20%
Section C: 20% × 3/5Q	=	60%
Total	=	100%

Examinations are included in most of the modules. These seek to determine participants' individual effectiveness in responding to specific questions under time-constrained invigilated conditions. The examination may take the above form:

A closed book examination requesting participants to demonstrate their knowledge and critical analysis skills in responding to specific questions based over the said module.

Examinations test retained knowledge and understanding and the student's ability to address questions and problems under examination conditions and time constraints. This process simulates conditions under which managers invariably have to work - assessing what is needed, identifying options, establishing priorities, making decisions and communicating - all under pressure. Examinations also ensure that the student has to produce original work, which cannot benefit from outside help. The examination process is valued by employers as it assures them that students on the program are thoroughly assessed on their own merits and cannot achieve a pass based largely on the work of others.

7.2.2 GROUP PROJECT & PRESENTATION (20% - 1/3Q)

This module is assessed in the form of group project as the module requires the students to demonstrate team work and coordinated efforts to complete the assigned task

As part of the assessment, a presentation (individually or in groups) on the Group Project will be required and the marking criteria are enclosed. Students must be provided with the assessment/marketing criteria prior to being assessed.

7.2.3 MID-TERM ASSESSMENT (30%)

Section A: 1% × 10Q	=	10%
Section B: 2% × 5Q	=	10%
Section C: 10% × 1/3Q	=	10%

A midterm assessment which is a theory based examination is held to assess candidates' ability to recall and apply theory and understanding, requiring responses to a range of structured questions.

7.3 ASSESSMENT TIMELINES

Mid-Term Examination	:	Due in Week 8
Group Project	:	Due in Week 10
Presentation of Group Project	:	Due in Week 11
Final Examination	:	Due in Week 15

LEARNING SUGGESTIONS AND GUIDELINES
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WEEK 1:

Over the week of lecture and tutorial, the focus will be to undertake the following:

- **Private & Public Sectors**
- To differentiate between business enterprises in the private sector and those form of business organisation under public ownership e.g. municipal undertaking and state undertakings
- To explain all the business unit in Economic system

Learning outcomes to be attained:

- Understand the characteristic ,advantages and disadvantages for all the business units
- Differentiate the difference between public and private sector
- Ownership and control

Readings and preparation to be undertaken by the student:

From the text book:

	Chapter(s)	Pages
Structure of Business by Martin Buckley	1 & 2	3,4,10,11, 12,13,16-27

WEEK 2:

Over the week of lecture and tutorial, the focus will be to undertake the following:

- **PRIVATE & PUBLIC SECTORS**
- To explain what is nationalization
- And it's reason for nationalization
- To explain on cooperation
- To explain what is price system

Learning outcomes to be attained:

- Understand the ownership and control
- The drawback of nationalisation

Readings and preparation to be undertaken by the student:

From the text book:

	Chapter(s)	Pages
Structure of Business by Martin Buckley	1 & 2	3,4,10,11, 12,13,16-27

WEEK 3:

Over the week of lecture and tutorial, the focus will be to undertake the following:

- **Small firms, large-scale organizations, multinationals**
- To understand the existence and survival of small firms in the midst of competition offered by large-scale organizations
- The organisational structure of large firms

Learning outcomes to be attained:

- Comparison between the small firms and large scale firms
- Economies of scale and their 5 broad categories
- Types of economies of scale
- Methods of growth

Readings and preparation to be undertaken by the student:

From the text book:

	Chapter(s)	Pages
Structure of Business by Martin Buckley	3	34-52

WEEK 4:**Over the week of lecture and tutorial, the focus will be to undertake the following:**

- **International Trade**
- To understand the importance of international trade and its relative advantages.
- To different between import and export, especially why country needs to export

Learning outcomes to be attained:

- Understand free trade and their limitation
- Balance of Payment and how to overcome the adverse balance of payment

Readings and preparation to be undertaken by the student:

From the text book:

	Chapter(s)	Pages
Structure of Business by Martin Buckley	8	109-112, 119-12

WEEK 5:**Over the week of lecture and tutorial, the focus will be to undertake the following:**

- **Banking**
- To understand broadly the services of commercial banks, merchant banks and the central bank as banking is a very important major commercial service to the business sector

Learning outcomes to be attained:

- Compare all the function of commercial banks

Readings and preparation to be undertaken by the student:

From the text book:

	Chapter(s)	Pages
Structure of Business by Martin Buckley	21	392-405

WEEK 6:

Over the week of lecture and tutorial, the focus will be to undertake the following:

- **Insurance**
- To provide students with a basic knowledge of what insurance is about, the principles underlying a contract of insurance, major risks involved in business and the various types of insurance

Learning outcomes to be attained:

- Understand the function of Lloyds underwriters
- Insurance market
- Comparison between agents and broker

Readings and preparation to be undertaken by the student:

From the text book:

	Chapter(s)	Pages
Structure of Business by Martin Buckley	20	383-391

WEEK 7:

Over the week of lecture and tutorial, the focus will be to undertake the following:

- **The Stock Exchange**
- Students are expected to know the basic functions of the Stock Exchange and in what ways the exchange contributes towards the country
- They should also know the various types of shares and debentures available in the Stock Exchange for investment and speculative purpose.

Learning outcomes to be attained:

- Procedures of buying and selling of shares
- The function of stock exchange
- Comparison the preference share holders and ordinary share holders

Readings and preparation to be undertaken by the student:

From the text book:

	Chapter(s)	Pages
Structure of Business by Martin Buckley	22	417-423

WEEK 8:

Over the week of lecture and tutorial, the focus will be to undertake the following:

- **Mid Semester Examination**
- Prepare the MTE paper in advance and also its marking guide. When submitting the work of the students, ensure that the question paper and marking guide are attached.

WEEK 9:

Over the week of lecture and tutorial, the focus will be to undertake the following:

- **Sources of Finance**
- Students need to know how finance for business is obtained through short term, medium term and low term.

Learning outcomes to be attained:

- Comparison the three sources of finance
- Differences between leasing and sales and leaseback

Readings and preparation to be undertaken by the student:

From the text book:

	Chapter(s)	Pages
Structure of Business by Martin Buckley	22	407-415

WEEK 10:

Over the week of lecture and tutorial, the focus will be to undertake the following:

- **Marketing**
- Students need to know the concept of marketing in business.
- They must be familiar with the general functions of the Marketing Department and its related activities

Learning outcomes to be attained:

- Elements in marketing mix
- Types of products
- Marketing research technique

Readings and preparation to be undertaken by the student

From the text book:

	Chapter(s)	Pages
Structure of Business by Martin Buckley	16	251-267

WEEK 11:

Over the week of lecture and tutorial, the focus will be to undertake the following:

- **Marketing**
- A basic understanding of Boston Matrix Theory

Learning outcomes to be attained:

- Understand the stages in Boston Matrix
- Product new development

Readings and preparation to be undertaken by the student:

From the text book:

	Chapter(s)	Pages
Structure of Business by Martin Buckley	16	251-267

WEEK 12:

Over the week of lecture and tutorial, the focus will be to undertake the following:

- **Marketing**
- To study the product life cycle and their strategy

Learning outcomes to be attained:

- Understand the graph of product life cycle and their strategy

Readings and preparation to be undertaken by the student:

From the text book:

	Chapter(s)	Pages
Structure of Business by Martin Buckley	16	251-267

WEEK 13

Over the week of lecture and tutorial, the focus will be to undertake the following:

- REVISION FROM WEEK 1 TO WEEK 7

Learning outcomes to be attained:

- Be familiar with the types of examination questions and so be able to answer them confidently

WEEK 14

Over the week of lecture and tutorial, the focus will be to undertake the following:

- REVISION FROM WEEK 9 TO WEEK 12

Learning outcomes to be attained:

- Be familiar with the types of examination questions and so be able to answer them confidently

WEEK 15

FINAL EXAMINATION
