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| **Module Assignment Brief 2022-2023** | | | | | |
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| Module Name: | Introduction to Business Studies | | | | |
| Module Code: | FY021: CW1 Portfolio | | Academic Year: | 2022-23 | |
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| Learning Outcomes: |  | | | | |
| 1. Describe the role of HR, Marketing, and Finance functions within organisations 2. Develop an understanding of collaborative working practices 3. Demonstrate an understanding of the main factors, both internal and external, which impact businesses. 4. Demonstrate knowledge of the role of financial management and reporting within the organisation. | | | | | |
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| Assessment Summary: | | | | | |
| Assessment | | Key Dates | | |  |
| **CW1 – Portfolio** | |  | | |  |
| There are 4 elements to this assignment which are all detailed in the assignment task below. There will be opportunities within the module to get feedback on each element before you need to submit them. Please check the module scheme which will detail when each task needs to be done, so that feedback can be given. All 4 elements then need to be submitted together formally on the date above. | | | | | |
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| Assignment Task Details: | | | | | |
| This assignment is a Portfolio assignment where you will work on 4 pieces of work throughout the module and then submit all 4 elements at the submission date. The assessments will include:  **• A 10-minute group Presentation.** This will relate to the internal and external factors which impact on business (Learning outcomes 2 and 3)  **• A poster.** This will relate to one part of the Marketing Mix, either Promotion, Price, Place or Product. This is an individual element. (Learning outcome 1)  **• A Case study–1000 words.** This will be based on either an aspect relating to HR such as motivation or Culture or relating to financial management and is again to be completed individually. (Learning outcome 1 and possibly 4)  **• A report–1000 words.** This will be based on either HR or financial management, whichever was not addressed in the case study. This is an individual piece of work. (Learning outcome 1 and possibly 4)  These will be completed throughout the module, and although a mark will not be awarded until the endof the module, detailed formative feedback will be provided together with the opportunity for the student to resubmit work until the final deadline providing formative developmental opportunities.  Please see the module scheme for details of when formative feedback opportunities will be provided. | | | | | |
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| Referencing and research requirements: | | | | | |
| Referencing and research requirementsPlease reference your work according to the Harvard referencing style as defined in *Cite Them Right Online* ([http://www.citethemrightonline.com](about:blank)). This information is also available inbook form: Pears, R. and Shields, G. (2016) Cite them right: the essential reference guide.10thedn. Basingstoke: Palgrave Macmillan.Copies are available via the university library. | | | | | |
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| How your work will be assessed: | | | | | |
| Your work will be assessed on the extent to which it demonstrates your achievement of the stated learning outcomes for this assignment (see above) and against other keycriteria, as defined in the University’s institutional grading descriptors. If it is appropriate to the format of your assignment and your subject area, a proportion of your marks will also depend upon your use of academic referencing conventions.  This assignment will be marked according to the grading descriptors for Foundation Level | | | | | |
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| Submission details: | | | | | |
| • This assignment should be submitted electronically. Please use the relevant Turnitin submission point in the Submit your work area in your Blackboard module shell.  • Please ensure that your work has been saved in an appropriate file format. Turnitin will only accept the following file types: Microsoft Word, Excel or PowerPoint, PostScript, PDF, HTML, RTF, OpenOffice (ODT), Hangul (HWP), Google Docs, or plain text. Your file must also contain at least 20 words of text, consist of fewer than 400 pages and be less than 40MB in size.  • You can submit your work as many times as you like before the submission date. If you do submit your work more than once, your earlier submission will be replaced by the most recent version.  • Once you have submitted your work, you will receive a digital receipt as proof of submission, which will be sent to your forwarded e-mail address (provided you have set this up). Please keep this receipt for future reference, along with the original electronic copy of your assignment. You are reminded of the University’s regulations on academic misconduct, which can be viewed on the University website: [https://bucks.ac.uk/\_\_data/assets/pdf\_file/0024/9546/Academic-Misconduct-Policy.pdf](about:blank).  In submitting your assignment, you are acknowledging that you have read and understood these regulations | | | | | |
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| Submission date and time: | | | | | |
| This assignment should be submitted before 14:00 UK time on 21st January 2022. Work that is submitted up to 10 working days beyond the submission date will be accepted as a late submission. Late submissions will be marked and the actual mark recorded,but will be capped at the pass mark (typically 40%), provided that the work is of a passing standard. Work submitted after this period will not be marked and will be treated as a non-submission.  Feedback and marks for this assignment will be available by: To Be Announced. | | | | | |

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| BNU Academic Calendar |
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| Core Text(s): |
| Ebert, R.J. and Griffin, R.W. (2017) Business Essentials. 11th ed. New Jersey: Prentice Hall. (e-book available through library) |

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| Additional Reading: |
| McLaney, E. and Atrill, P. (2017) *Accounting and Finance for Non-Specialists*. 9th ed. London: Pearson. (e-book available through library)  Mullins L (2016) *Management and Organisation Behaviour* 12th Edition FT Prentice Hall  Brassington, F. and Pettit, S. (2012) *Essentials of Marketing*. 3rd ed. Harlow: FT Prentice Hall |