

## Module specification

1. Factual information			
<b>Module title</b>	<b>B207A: Shaping Business Opportunities</b>	<b>Level</b>	5
<b>Module tutor</b>	TBA	<b>Credit value</b>	30 Pts
<b>Module type</b>	Taught	<b>Notional learning hours</b>	2 hours lecture and 1 office hour weekly

2. Rationale for the module and its links with other modules
B207A is an 8-credit (30 points), Level 5 UK-OU based course offered through the Business Program at the Arab Open University as a compulsory course for all students enrolled in all tracks in the program. Entry into this course is contingent upon the successful completion of BUS110. The B207 module in this new study plan is an OU updated version of its equivalent B203A module.

3. Aims of the module
This module is designed to provide intermediate conceptual and practical learning to students in operations management, marketing and human resource management. The module comprises 16 study weeks (including final assessment).

4. Pre-requisite modules or specified entry requirements
BUS110

5. Intended learning outcomes	
A. Knowledge and understanding	Learning and teaching strategy
<p>At the end of the module, learners will be expected to:</p> <p><b>A1:</b> Develop a critical appreciation of the interactions between various business functions (operations management, marketing and human resource management) and the integrative complexity that shapes business innovation.</p> <p><b>A2:</b> Develop a critical understanding of why new products and services are imperative to contemporary business practice. Also to develop knowledge and understanding of external issues affecting the successful running of organizations, including how they compete in a global context.</p> <p><b>A3:</b> Develop knowledge and understanding of the elements required to build long-term success in organizations, and how students can contribute to the fostering of long-term value creation.</p> <p><b>A4:</b> develop knowledge and critical understanding of the theories, concepts and models of different business functions (operations management, marketing and human resource management).</p>	<p>Knowledge and understanding are acquired by the use of textbooks and through specially written module materials, study guides and assignments.</p> <p>Student learning is supported by a tutor, who is the student's first and main point of contact, answering their queries, grading and commenting on their work and facilitating group learning. Students receive face to face tuition for 2 hours weekly for this module. Assessment of the knowledge and understanding components of the module is achieved through a combination of continuous assessment and exam. These assessments are central to the teaching of each module, enabling tutors to identify and comment on student knowledge and understanding. This module comprises of one TMA assignment, one MTA assignment and one final examination.</p>

<b>B. Cognitive skills</b>	<b>Learning and teaching strategy</b>
<p>At the end of the module learners will be expected to:</p> <p><b>B1:</b> Select and critically analyse information relevant to a particular problem or issue related to business and management.</p> <p><b>B2:</b> Evaluate and compare competing perspectives, theoretical models and concepts in the context of practical situations</p> <p><b>B3:</b> Gather and synthesise material from a variety of sources in constructing arguments applied to business and management</p>	<p>Besides class teaching methods, this module encourages independent learning through the usage of the skills earned earlier in level 4 courses. The assessment of the cognitive skills of the module is achieved through a combination of continuous assessment and exam. Case studies are used to enable tutors to identify and comment on student knowledge and understanding.</p>
<b>C. Practical and professional skills</b>	<b>Learning and teaching strategy</b>
<p>At the end of the module, learners will be expected to:</p> <p><b>C1:</b> Communicate in a professional manner in written work, face to face and online. Plan, monitor and review progress as independent learner, including a focus on personal skills development.</p> <p><b>C2:</b> Develop an awareness of ethical issues and professional standards relevant to business and management</p>	<p>To support the development of their group-working and ICT skills, students are required to use the Learning Management System (LMS). This provides students with an additional environment in which to share learning and resolve module-related problems with other students and their tutor. The TMA will require students to undertake internet based research. Some of the TMA marks are allocated on the use of E-library sources that includes relevant databases with journals, publications, conference proceedings, etc..</p> <p>Students discuss case studies and current business issues in tutorials and use these to practise their application of the module concepts in the tutorials. Tutors invite guest speakers from regionally important businesses to come and address students on marketing topics from a practical/market point of view. Branches organise students to visit local businesses to increase their understanding of key business issues in the region, and to participate in training sessions.</p>

D Key transferable skills	Learning and teaching strategy
<p>At the end of the module, learners will be expected to:</p> <p><b>D1:</b> Search for and use relevant digital and non-digital information from sources other than the module materials.</p> <p><b>D2:</b> Compare critically and use different approaches to issues and problems within business management. Engage in critical reflection.</p> <p><b>D3:</b> Consolidate an understanding of academic language and literacy practices in order to effectively engage with the academic knowledge and skills of Level 5 study.</p>	<p>This module's assessments focus on the skills of self-reflection and criticality. Diversity is introduced to students through a truly internationalised selection of cases provided by UK OU materials, additional cases used in tutorials and this is also assessed through the use of such case studies in assignments for this module.</p>

6. Indicative content.
<p><u>Operations Management:</u> The following subjects will be covered:</p> <ul style="list-style-type: none"> <li>• Introduction to operations management</li> <li>• Operations strategy</li> <li>• Product, service and process design</li> <li>• International location of operations</li> <li>• Global supply chain</li> </ul>

## 6. Indicative content.

- Operations: changing market conditions
- Operations: risk and resilience

### Marketing:

The following subjects will be covered:

- Marketing: purpose and mission
- Marketing (external environment, brand formulation, segmentation and targeting, market research)
- Analysing market growth potential
- International marketing and global branding
- Consumer behaviour
- Business-to-business marketing
- Marketing (integrated marketing; lifecycle maturity, product portfolio, brand refreshing, monitoring and measuring success, crisis management)

### Human Resource Management:

- What does it mean to move from employee relations to HRM in a global context?
- Employment relations
- Change management

### 7. Assessment strategy, assessment methods and their relative weightings

TMA will assess the students' ability and understanding of the course materials provided in the class room as well as to test his/her reflection and critical thinking.

**One 2-hour Mid-Term Assessment (MTA)**

**One 3-hour FINAL EXAM** at the end of the course.

The balance between components of assessment is shown in the following table:

Components	Form of Assessment & Marks		%
CONTINUOUS ASSESSMENT	TMA	20	50%
	MTA	30	
FINAL ASSESSMENT	FINAL EXAM	50	50%
GRAND TOTAL		100	100%

### 8. Mapping of assessment tasks to learning outcomes

Assessment tasks	Learning outcomes												
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	D2	D3	D4
TMA	x	x	x	x	x	x	x	x	x	x	x	x	x
MTA	x	x	x	x	x	x	x	x					
Final Exam	x	x	x	x	x	x	x	x					

9. Teaching staff associated with the module

Name and contact details

TBA

10. Key reading list

Author	Year	Title	Publisher	Location
To be provided by the OU on Jan 2017				

11. Other indicative text (e.g. websites)

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