Business Planning

This module aims to:
- Introduce students to the interaction between various key functional areas within management
- Introduce fundamental principles of managerial analytical tools and techniques;
- Emphasise the importance of finance in sound organisational decision making.

Learning outcomes
On completion of this module, students will be able to:
- Apply understanding of the interrelationships of key business functions
- Critically evaluate the value to the firm of proposed investment projects
- Analyse and assess risk and its impact on a business and on managers
- Identify and critique the various methods of funding new projects and investments
- Apply understanding of the impact of ICT skills in formulating a business plan

Syllabus
- Business planning techniques
- Integrating key functional areas of management in business planning
- Financial planning
- Risk analysis and the impact of risk on management
- Preparing a business plan

Learning and teaching methods
The Learning and Teaching Methods for the module follow the intended online delivery strategy for the programme as a whole. The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and Tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.

<table>
<thead>
<tr>
<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission Date</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Discussion contribution</td>
<td>2 weeks</td>
<td>End of Unit 2 and Unit 6</td>
<td>20%</td>
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<tr>
<td>Mid-module assignment</td>
<td>1500-2000 words</td>
<td>End of Unit 4</td>
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<td>End of module project</td>
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<td>End of Unit 9</td>
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<tr>
<td>Journal entries</td>
<td>300-500 words</td>
<td>Bi-weekly submission</td>
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