



PARTNERS ACADEMIC SUMMER SCHOOL 2025

Syllabus for Business

Subject Area

This syllabus is for PARTNERS applicants seeking to progress to the degrees of:

- L100 BSc Hons Economics
- L161 BSc Hons Economics and Finance
- LN12 BA Hons Economics and Business Management
- N120 BSc Hons International Business Management with Placement
- N121 BSc Hons International Business Management
- N200 BA Hons Business Management
- N280 BSc Hons Agri-Business Management
- N300 BSc Hons Finance
- N400 BA Hons Accounting and Finance
- N500 BSc Hons Marketing
- ND61 BSc Hons Food Business Management and Marketing
- NN14 BSc Hons Business Accounting and Finance with work placements
- NN52 BSc Hons Marketing and Management

Aims

To allow students to demonstrate their potential to succeed in specified degree programmes by showing a grasp of entry-level subject-specific knowledge, understanding, cognitive and subject-specific skills.

Learning Outcomes

A good knowledge and understanding of ...

- This summer school is underpinned by action learning and problem solving and is grounded in the exploration of business and its operating environment. It enables students to develop their confidence by exploring and practicing theories and techniques of business analysis and strategic decision making
- Students will be encouraged to understand how a business operates, including the economic and market environments, financial analysis, and internal managerial arrangements underpinning businesses operations

The ability to apply this knowledge and critical understanding to...

- How to analyse the internal and external environment of a business
- How to construct a PESTLE/SWOT analysis
- The Economic environment and how this impacts upon a business's operations
- How to conduct a market analysis
- How to analyse a business's financial situation
- The process of considering strategic alternatives
- The process of working with an interdisciplinary team to a common goal and deal with constructive criticism from team members and tutors.
- How to produce and present an analysis of the strategic options available to a specific business case
- The use and value of reflecting upon their business learning during the summer school.

Competence in...

- The analysis of a real business case
- The selection and assessment of additional sources of information about a specific business's operations and environment
- The preparation and presentation of business case analysis
- The consideration of different strategic options for the business i.e. using relevant information as a source for decision-making
- Background reading, guided by reading list and by own research skills
- Read and make notes
- Research through library texts and online resources
- Independent group work

Summer School Syllabus

The programme covers core areas of management and organisation theory, including: -

1. Content: (in the order of the timetable schedule)

Case studies Analysis

Group and Teamworking in organisations

Sustainable Development

Market trend and Analysis

Management and Leadership

Organisational Analysis

Business Presentation

Understanding Finance and Financial information

2. Teaching Methods:

1 x 2-hour In-person lectures

7 x 1-hour In-person lectures
1 x 1-hour Online via Zoom lecture
1 x 2-hour Online via Zoom lectures

The lectures are supported by the followings: -

2 x 1-hour in-person discussion and guided activities (assessment preparation)
2 x 3-hour online (Zoom) discussion and guided activities (assessment preparation)
1 x 1-hour online (Zoom) discussion and guided activities (assessment preparation)

The lectures will be delivered by two academic staff namely: Leslie Tickner (Les) and Khang-wai Chew (Chew).

During the week, students will attend the in-person lectures to learn and to gain the necessary knowledge in theory and application. The lectures will be further supported by guided and independent activities related to assessment completion. During the guided and independent activities, students are expected to work in a team of five to six students to analyse information in preparation for the assessment completion. Specific guided questions will be provided at every stage of the activity to assist students in their information and data analysis. Students are expected to refer to the necessary academic literature as reference for their rationale in completing the assessment or in the form of presenting their findings. As a team, students will be required to provide logical recommendation based on the information available during their guided activities. For students who wish to gain deeper understanding of the topic, they will also be provided additional materials upon request.

3. Purpose/objectives:

The programme provides an introduction to key theories of business and organisation. They build the foundation for the business discipline and seek to help students to understand the concepts and principles associated with business and organisation. By the end of the week, students will be able to evaluate and interpret information in this context.

Activities for Personal Study

Optional reading

Tesla

https://www.tesla.com/en_gb

<https://www.annualreports.com/Company/tesla-inc>

<https://ir.tesla.com/#quarterly-disclosure>

Leadership and management

<https://professional.dce.harvard.edu/blog/how-to-determine-what-my-leadership->

style-is/#Leadership-Style-Types

<https://getmarlee.com/blog/elon-musk-leadership-style>

<https://www.forbes.com/sites/sallypercy/2023/09/26/is-elon-musk-the-greatest-leader-on-earth/>

<https://www.mindtools.com/azr30oh/whats-your-leadership-style>

<https://bmjleader.bmj.com/content/4/4/165>

Group and teamwork

<https://www.open.edu/openlearn/science-maths-technology/engineering-technology/groups-and-teamwork/content-section-2.2>

<https://www.atlassian.com/blog/teamwork/the-importance-of-teamwork>

<https://www.open.edu/openlearn/mod/oucontent/view.php?printable=1&id=3302>

Sustainability

<https://www.undp.org/sustainable-development-goals>

<https://sdgs.un.org/>

On-Campus Teaching:

Sunday 29th June (PM), Monday 30th June & Tuesday 1st July

Online Teaching:

Wednesday 2nd, Thursday 3rd & Friday 4th (AM only) July

Formative Assessment Details

Group presentation on a specific company or case study

More details will be given during the event by your Academic Strand Lead.

Hand-in Method

Digital

Assessment deadline

Friday 4th July – 1pm