



PARTNERS ACADEMIC SUMMER SCHOOL 2024

Syllabus for Business

Subject Area

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

N200 Business Management BA Honours

N120 International Business Management with Placement BSc Honours

N121 International Business Management BSc Honours

NN14 Business Accounting and Finance with work placements BSc Honours

N400 Accounting and Finance BSc Honours

N401 Accounting and Finance with Placement BSc Honours

N500 Marketing BSc Honours

NN52 Marketing and Management BSc Honours

LN12 Economics and Business Management BSc Honours

L161 Economics and Finance BSc Honours

L100 Economics BSc Honours

ND61 Food Business Management and Marketing BSc Honours

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.

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.

Learning Outcomes

A good knowledge and understanding of ...

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...

- Enable 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 business operations.

Competence in...

- 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
-

Summer School Syllabus

Please see subject timetable for information

Activities for Personal Study

- 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

On-Campus Teaching:

Sunday 30th June (PM), Monday 1st July & Tuesday 2nd July

Online Teaching:

Wednesday 3rd, Thursday 4th & Friday 5th (AM only) July

Formative Assessment Details

A team-based case study presentation. More details will be provided by the Academic lead during the summer school.

Hand-in Method

Digital, via PowerPoint Presentation

Assessment deadline

Friday 5th July – 12pm