



**TAYLOR'S UNIVERSITY**

Wisdom • Integrity • Excellence

## **Module Information Booklet**

**Taylor's University**

**Taylor's Business School**

**Foundation in Business Programme**

**March Semester 2016**

**BUS30105**

**BUSINESS ENTERPRISE**

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## **INTRODUCTION**

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### **WELCOME**

Welcome to Business Enterprise.

This module is designed to introduce students to the many facets of business operations. Students will have a cutting-edge foundation to succeed in today's competitive business world. Foundation formed from this module's knowledge shall assist the students in their further studies in the future.

We wish you all the best in your studies.

### **CONTACT DETAILS**

#### **Lecturer & Tutor**

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#### **Tutor**

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Block E Level 9 Wing B

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## **MODULE OVERVIEW**

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### **MODULE SYNOPSIS**

This module provides current and thorough overview of the functional areas of business-management, marketing, accounting, finance and information technology in different types of business organisations. Students will discover how businesses interact with the domestic and global environment in adding value for their customers and society through products and services.

### **INFORMATION**

Course credit	: 5
Course status	: Core
Pre – Requisite	: Nil
Contact Hours	: (2 hours Lecture + 2 hours Tutorial per week) x 18 weeks

### **MODULE OBJECTIVES**

This module is designed to introduce students to the many facets of business operations. Students will have a cutting-edge foundation to succeed in today's competitive business world. Foundation formed from this module's knowledge shall assist the students in their further studies in the future.

### **LEARNING OUTCOMES**

Upon successful completion of this module, students will be able to:

1. Understand the fundamentals of business studies.
2. Explain the process of starting and managing businesses.
3. Demonstrate knowledge of business context in which it operates.

### Taylor's Graduate Capabilities (“TGC”)

Upon successful completion of this module students should be equipped with the following capabilities:

#### Discipline Specific Knowledge

##### 1.0 TGC: Discipline Specific Knowledge

- 1.1 **Solid foundational knowledge** in relevant subjects.
- 1.2 Understand **ethical issues** in the context of the field of study.

#### Cognitive Capabilities

##### 2.0 TGC: Lifelong learning

- 2.1 **Locate and extract information** effectively.
- 2.2 **Relate learned knowledge** to everyday life.

##### 3.0 TGC: Thinking and Problem Solving skills

- 3.1 Learn to think **critically** and **creatively**.
- 3.2 **Define and analyse problems** to arrive at **effective solutions**.

#### Soft Skills

##### 4.0 TGC: Communication Skills

- 4.1 Communicate appropriately in **various settings** and **modes**.

##### 5.0 TGC: Interpersonal Skills

- 5.1 Understand **team dynamics** and **work with others** in a team.

##### 6.0 TGC: Intrapersonal Skills

- 6.1 **Manage** one self and be **self-reliant**.
- 6.2 **Reflect** on one's actions and learning.
- 6.3 Embody **Taylor's core values**.

##### 7.0 TGC: Citizenship and Global Perspectives

- 7.1 Be aware of and form opinions from **diverse perspectives**.
- 7.2 Understand the value of **civic responsibility** and **community engagement**.

##### 8.0 TGC: Digital Literacy

- 8.1 Effective use of **Information and Communications Technology (ICT)** and related technologies

On completion of this module, students should be able to:

Module Objectives	Taylor's Graduate Capabilities being developed through the module							
	TGC1	TGC2	TGC3	TGC4	TGC5	TGC6	TGC7	TGC8
Understand the fundamentals of business studies.	X							
Explain the process of starting and managing businesses.	X	X						
Demonstrate knowledge of business context in which it operates.	X	X			X			

### MODULE DELIVERY/TEACHING AND LEARNING ARRANGEMENTS

*Lectures*

Lecture sessions are classroom interactive sessions between a lecturer and large number of students whereby knowledge on the concepts, theories and examples are explained to the students.

Lecture attendance is compulsory. Students are **STRONGLY** advised to attend lectures as core knowledge of the module will be delivered in a continuous pattern. Failure to attend one lecture may lead to confusion at subsequent lectures. In addition, students are required to prepare for tutorials which will incorporate and emphasise the information conveyed in lectures.

*Tutorials*

Tutorials are interactive sessions between one tutor and 20 to 25 students. Tutorial sessions will be conducted via a blend of face-to-face and online sessions. Students are expected to prepare and participate in the discussions and Q & A sessions. This is an opportunity for students to seek clarification on module/topic areas they have not had a clear grasp yet. Online sessions are web-based interactive sessions between one lecturer and the students. Online activities such as discussion forum, online collaboration, online quizzes, crossword puzzle or any other appropriate ICT applications will be used to enhance learning. Each student is expected to participate in all online sessions that will be taken as attendance.

Tutorial attendance is compulsory.

**IMPORTANT REMINDER: Students who fail to achieve 80% attendance will be excluded from sitting the final examination.**

*Self and Independent Study*

Students cannot expect lecturers to be the sole provider of knowledge and information as these are unlimited. Students are expected to practice self and independent studies for at least 85 hours for this module.

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## RESOURCES

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### MAIN TEXT

Pride, W.M., Hughes, R. J. & Kapoor, J.R. (2014) *Business*, Cengage Technology Edition, 12<sup>th</sup> ed. South Western.

### ADDITIONAL REFERENCES

1. Daft. R. L (2012). *New Era of Management*. 10<sup>th</sup> ed., Cengage
2. Dlabya, L., Burrow, J.L., Kleindel (2009). *Intro to Business*, 7<sup>th</sup> ed., Cengage Learning, US.
3. Ristau, R.A. (2011). *Intro to Business*. 2<sup>nd</sup> ed., Cengage Learning, US.
4. Needle, David, (2010). *Business in Context: An Introduction to Business and Its Environment*. (5<sup>th</sup> ed.). Cengage Learning: Singapore
5. Madura, Jeff (2007). *Introduction to Business*. 4<sup>th</sup> ed., Thompson Higher Education: US
6. Gaspar, J., Risa. A.A., Bierman, L., Hise, R.T., Kolari, J.W. & Smith, I.M. (2006). *Introduction to Business*. Cengage Learning: US

### ONLINE SUPPORT

Taylor's University provides a program website, TIMeS to allow students convenient access to module resources. This can be accessed at: <http://portals.taylors.edu.my>

Materials available include:

- Module Information Booklet
- Lecture slides
- Tutorial and assignment questions
- Assignment Cover Sheet
- Assignment Feedback Form / Marking rubric
- Other module information

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**ASSESSMENT**


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**ASSESSMENT SUMMARY**

Form of assessment	Length	Weighting (%)	Due date	Learning Outcomes assessed	TGC Achieved
Online Quiz	30 Minutes	10	25 April 2016 (Week 5)	1	TGC1
Individual Assignment	600 Words	15	9 May 2016, 2pm (Week 7)	2,3	TGC1, TGC2
Group Assignment	1500 Words	25	27 June 2016, 2pm (Week 13)	2,3	TGC1, TGC2, TGC4, TGC5, TGC8
Final Examination	2 hours	50	TBA	1,2,3	TGC1

**ASSESSMENT DETAILS**
 **Online Quiz (10%)**

There will be an online quiz in week 5. The online quiz will be available for attempt on **25 April 2016 from 5:00pm-6:30pm**. The quiz is graded and is accessible during the stipulated period only. You will be given ONE attempt to answer all **20 multiple choice questions via TiMeS**. The duration for the online quiz is **30 minutes**. The marks obtained will be taken as your final mark.

The chapters that will be covered are as follows :

- a) Understanding Business
- b) Ethics and social responsibility
- c) Business Environment

 **Individual Assignment (15%)**

Write an essay of not more than **600 words** based on the requirements below.

Select a company based in Malaysia and describe how this business enterprise has made a contribution to social responsibility.



Your assignment should include the following:

1. Background of the business.
2. Identifying an action taken by the business and explain how this is a social responsibility contribution.
3. Conclusion: state the impact of this company's action to you personally.

### **FORMAT & SUBMISSION GUIDELINES**

- a) Please note that the format, grammar and writing style are important as it will represent your arguments and discussion. This assignment must be typed written using Font type: Arial, Font size: 11 and double spacing.
- b) The Turnitin Originality Report should NOT be more than 20% in similarity index.
- c) Please ensure that you attach the following: Assignment cover sheet, Turnitin report and Marking rubric (Appendix A) (as the last page) to your assignment.
- d) Students are required to submit the Individual Assignment in hard copy to the designated Drop Box outside the Academic Services at Block E, Level 2 and electronically to Turnitin in TIMeS. Deadlines must be strictly adhered to. Please refer to Taylor's University Student Handbook for more details on late submission.

### **Group Assignment (25%)**

Students are required to form groups of **3 or 4 students per group (from the same tutorial section)** for this assignment. The group assignment requires each group to select a company and present their findings using a **webpage** that you have created and **email the webpage link** to your tutor. Please include images and other materials required in your assignment.

**The assignment should consist of the following:**

1. Background of company (history & the nature of the business).
2. Profile of the manager (name, designation, brief history of career, etc.) & description of the manager's daily activities and functions as a manager.
3. Two external environments that affect the business.
4. Suggest social media tools/ e-business for this company.
5. Conclusion
6. Reference List & appendix

The marking rubric is attached in **Appendix B**. Deadlines must be strictly adhered to. Please refer to Taylor's University Student Handbook for more details on late submission.

### **Final Examination (50%)**

Final examination is a closed-book examination of two hours. It consists of:

One Section: Students are required to answer ANY FIVE (5) structural essay questions out of SIX (6) in pen on the answer booklet provided.

***IMPORTANT REMINDER: Students are required to sit/attempt the final examination. Failure to do so would result in a fail grade (F).***

## **OTHER IMPORTANT DETAILS**

### **Late Penalties Guidelines**

A late penalty will be applied to an assessment item submitted after the date for submission as stated in the assignment specification, or a later date agreed to by the subject coordinator in response to an application for an extension of time. The late penalty will take the form of a deduction of 5% of marks per day up until a maximum period of five (5) days, at which time the assignment will be assigned zero marks.

### **Return of Assignments**

Assignment Feedback Form/Marking Rubric will be returned to you no less than three (3) weeks from the date of submission.

### **Plagiarism**

Plagiarism is the use of someone else's language, ideas, information or original material without acknowledging the source. All students are expected to attend a course on proper usage of referencing. Information about referencing is available from the Learning and Academic Skills Centre (LASC) and from the library webpage at:-

<http://www.uwe.ac.uk/library/resources/general/iskillzone/referencing/uweharvard/about.html>

Plagiarism is a serious offence and any individual (who is suspected of plagiarism) would be referred to the Academic Integrity Committee of Taylor's University. Please refer to the Student Handbook for further information.

### **Academic Integrity**

Students are advised that the Harvard referencing styles should be consistently adopted for all written assessments. Taylor's University treats any acts of dishonesty relating to assessment of University modules very seriously. It is vital that students acquaint themselves with the University's policy on plagiarism. Please refer to Taylor's University Student Handbook for details on Academic Integrity and Assessment Grades.

### **Performance in Assessment**

Your performance in an assessment will be given various grades. For details, please refer to the Taylor's University Student Handbook/ TBF Programme Guide.

## **MODULE REQUIREMENTS**

You are required to achieve an overall weighted average of at least 50% for the module assessment components to pass this module.

All students must adhere to the Taylor's University's Examinations, Assessment Policies and Procedures Manual. Key information can be found at program website (<http://portals.taylors.edu.my>)

### **REFERRED EXAM**

A re-sit examination is only granted if students obtain a marginal pass (D- to D+) in their final examination.

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**MODULE CALENDAR MARCH SEMESTER 2016**


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<b>Week Starting</b>	<b>Week</b>	<b>Topic / Activity/ Readings</b>	<b>Tutorials / Coursework Deadlines</b>
28 March 2016	1	<b>Understanding Business (Chapter 1)</b> <ul style="list-style-type: none"> <li>• Why study business</li> <li>• Definition of business</li> <li>• Concept of profit</li> <li>• Types of economic systems</li> </ul>	No Tutorial
4 April 2016	2	<b>Ethics and Social Responsibility (Chapter 2)</b> <ul style="list-style-type: none"> <li>• Definition of ethics</li> <li>• Ethical issues</li> <li>• Factors affecting ethical behaviour</li> <li>• Definition of social responsibility</li> <li>• Social responsibility in business</li> </ul>	Tutorial 1
11 April 2016	3	<b>Ethics and Social Responsibility (Cont'd)</b> <ul style="list-style-type: none"> <li>• Definition of ethics</li> <li>• Ethical issues</li> <li>• Factors affecting ethical behaviour</li> <li>• Definition of social responsibility</li> <li>• Social responsibility in business</li> </ul>	Tutorial 2
18 April 2016	4	<b>Business Environment (Chapter 1 &amp; refer to TiMes)</b> <ul style="list-style-type: none"> <li>• The external environment</li> <li>• The organisation-environment relationship</li> <li>• Internal environment</li> </ul>	Tutorial 3
25 April 2016	5	<b>Exploring Global Business (Chapter 3)</b> <ul style="list-style-type: none"> <li>• The basis for international business</li> <li>• Restrictions of international business</li> <li>• Methods of entering international business</li> </ul>	Tutorial 4  <b>Online Quiz</b>
2 May 2016	6	<b>Exploring Global Business (cont'd)</b> <ul style="list-style-type: none"> <li>• The basis for international business</li> <li>• Restrictions of international business</li> <li>• Methods of entering international business</li> </ul>	Tutorial 5
9 May 2016	7	<b>Business ownership (Chapter 4)</b> <ul style="list-style-type: none"> <li>• Sole proprietorship</li> <li>• Partnerships</li> <li>• Corporations</li> <li>• Cooperatives</li> <li>• Joint ventures</li> </ul>	Tutorial 6  <b>Due date for Individual Assignment</b> 9 May 2016, 2pm

16 May 2016		<b>BREAK</b>	
23 May 2016	8	<b>Small Business, Entrepreneurship and Franchises (Chapter 5)</b> <ul style="list-style-type: none"> <li>• Small business sector</li> <li>• The importance of small businesses in our economy</li> <li>• The pros and cons of small business</li> <li>• The Small Business Administration (SBA)</li> <li>• Entrepreneurs in small business</li> <li>• Characteristics of entrepreneurs</li> <li>• Why some entrepreneurs and small business fail</li> <li>• Franchising and types of franchising</li> </ul>	Tutorial 7
30 May 2016	9	<b>Small Business, Entrepreneurship and Franchises (cont'd)</b> <ul style="list-style-type: none"> <li>• Small business sector</li> <li>• The importance of small businesses in our economy</li> <li>• The pros and cons of small business</li> <li>• The Small Business Administration (SBA)</li> <li>• Entrepreneurs in small business</li> <li>• Characteristics of entrepreneurs</li> <li>• Why some entrepreneurs and small business fail</li> <li>• Franchising and types of franchising</li> </ul>	(Online Lecture Forum) Tutorial 8
6 June 2016	10	<b>Understanding the Management Process (Chapter 6)</b> <ul style="list-style-type: none"> <li>• What is management</li> <li>• Basic management functions</li> <li>• Kinds of managers</li> </ul>	Tutorial 9 (Online TiMes Forum)
13 June 2016	11	<b>Creating a Flexible Organisation (Chapter 7)</b> <ul style="list-style-type: none"> <li>• What is an organisation</li> <li>• Organisation chart</li> <li>• Job design</li> <li>• Forms of organisational structure</li> <li>• What is an organisation</li> <li>• Organisation chart</li> <li>• Job design</li> <li>• Forms of organisational structure</li> </ul>	Tutorial 10
20 June 2016	12	<b>Producing Quality Goods and Resources (Chapter 8)</b> <ul style="list-style-type: none"> <li>• What is production</li> <li>• Operational planning</li> <li>• Operational control</li> </ul>	Tutorial 11

27 June 2016	13	<b>Marketing (Chapter 12)</b> <ul style="list-style-type: none"> <li>• The marketing concept</li> <li>• Developing marketing strategies</li> <li>• Target market</li> <li>• Market segmentation</li> <li>• Marketing mix</li> <li>• Marketing information</li> </ul>	Tutorial 12  <b>Due date for Group Assignment</b>  27 June 2016, 2pm
4 July 2016		<b>BREAK</b>	
11 July 2016	14	<b>Marketing (cont'd)</b> <ul style="list-style-type: none"> <li>• The marketing concept</li> <li>• Developing marketing strategies</li> <li>• Target market</li> <li>• Market segmentation</li> <li>• Marketing mix</li> <li>• Marketing information</li> </ul>	Tutorial 13
18 July 2016	15	<b>Information for Business Decisions (Chapter 16)</b> <ul style="list-style-type: none"> <li>• Information for decision making</li> <li>• What is management information system</li> <li>• How do employees use a management information system</li> <li>• Improving productivity with the help of technology</li> <li>•</li> </ul>	Tutorial 14
25 July 2016	16	<b>Using Accounting Information (Chapter 17)</b> <ul style="list-style-type: none"> <li>• Why accounting information is important</li> <li>• Who uses accounting information</li> <li>• The accounting process</li> </ul>	Tutorial 15 (Online TiMes Forum)
1 August 2016	17	<b>Financial Management (Chapter 19)</b> <ul style="list-style-type: none"> <li>• What is financial management</li> <li>• Sources of funds</li> <li>• Short term financing</li> <li>• Long term financing</li> <li>• Equity financing</li> </ul>	Tutorial 16
8 August 2016	18	<b>REVISION</b>	Tutorial 17
15 August 2016		<b>FINAL EXAMINATION</b>	

<h2 style="margin: 0;">INDIVIDUAL ASSIGNMENT COVER SHEET</h2>
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An Assignment cover sheet needs to be included with **each** assignment. **Please complete all details clearly.**

If you are submitting the assignment on paper, please staple this sheet to the front of each assignment. If you are submitting the assignment online, please ensure this cover sheet is included at the start of your document.

Please check with your subject lecturer for assignment submission locations.

Name/s (Optional):	
Student/s ID:	
Programme :	
Email (Individual/Group Leader):	Contact No (Individual/Group Leader) :
Subject code and title: <b>BUS 30105 BUSINESS ENTERPRISE</b>	
Module Lecturer/ Tutor:	
Assignment Name: <b>INDIVIDUAL ASSIGNMENT</b>	Due date:
Assignment topic as stated in the guidelines provided:	

**Further Information:** (e.g. state if extension was granted and attach evidence of approval and Revised Submission Date)

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*I have read and understood the Taylor's University Regulations on cheating, plagiarism and collusion and state that this piece of work is my own and does not contain any unacknowledged work from any other sources.*

*I authorise the University to test any work submitted by me, using text comparison software, for instances of plagiarism. I understand this will involve the University or its contractor copying my work and storing it on a database to be used in future to test work submitted by others.*

**Note:** The attachment of this statement on any electronically submitted assignments will be deemed to have the same authority as a signed statement.

Signed:	Date:
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Date received from student :	Received by:
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## GROUP ASSIGNMENT COVER SHEET

An Assignment cover sheet needs to be included with **each** assignment. **Please complete all details clearly.**

If you are submitting the assignment on paper, please staple this sheet to the front of each assignment. If you are submitting the assignment online, please ensure this cover sheet is included at the start of your document.

Please check with your subject lecturer for assignment submission locations.

Name & Student ID :	
1.	
2.	
3.	
4.	
Tutorial Group :	
Programme :	
Email (Group Leader):	Contact No (Group Leader) :
Subject code and title: <b>BUS 30105 BUSINESS ENTERPRISE</b>	
Module Lecturer/ Tutor:	
Assignment Title: <b>GROUP ASSIGNMENT</b>	Due date:
Assignment topic as stated in the guidelines provided:	

**Further Information:** (e.g. state if extension was granted and attach evidence of approval and Revised Submission Date)

--

*I have read and understood the Taylor's University Regulations on cheating, plagiarism and collusion and state that this piece of work is my own and does not contain any unacknowledged work from any other sources.*

*I authorise the University to test any work submitted by me, using text comparison software, for instances of plagiarism. I understand this will involve the University or its contractor copying my work and storing it on a database to be used in future to test work submitted by others.*

**Note:** The attachment of this statement on any electronically submitted assignments will be deemed to have the same authority as a signed statement.

Signed:	Date:
1.	
2.	
3.	
4.	

Date received from student :	Received by:

## APPENDIX A

### Marking rubric for *Individual Assignment* (BUS 30105)

The following rubric will be used for the evaluation of Individual Assignment. Note that the component areas are listed on the left column, and levels of performance are listed across. This piece of assignment will be marked over 15 marks.

Component	Marks Assigned	Marks Allocation			
		1 – 4 marks	5 - 7 marks	8 – 10 marks	Marks
<b>Knowledge &amp; Application</b>	<b>10 marks</b>	Poor understanding of the theories and concepts with errors or omissions. Demonstrates little ability to select appropriate examples with minimal application to theory. Mainly description of the theory.	Description of the theories & concepts may be broadly adequate but superficial in some aspects or with minor inaccuracies. Demonstrates some ability to select appropriate examples.	Excellent explanation of the theories and concepts and clear effect to the organisation. Clear & distinct exhibition of appropriate examples. Relate examples effectively to the theories and concepts used.	
<b>Originality &amp; Creativity</b>	<b>5 Marks</b>	<u>1-2 marks</u> Idea is common and information presented is weak. Inaccurate format with major errors in language and flow.	<u>3 marks</u> Idea is fairly average and exhibited some of the information required. Some errors shown in the format and language used.	<u>4-5 marks</u> Idea is interesting and captures the attention of the marker. Good use of language and clear flow of ideas.	
<b>Total</b>	<b>15 marks</b>	-	-	-	



## APPENDIX B

### Marking rubric for *Group Assignment (BUS 30105)*

The following rubric will be used for the evaluation of the Group Assignment. Note that the component areas are listed on the left column, and levels of performance are listed across.

Component	Marks Assigned	Marks Allocation			Marks
		1 - 2 marks 1 – 3 marks	3 - 4 marks 4 – 7 marks	5 marks 8 – 10 marks	
<b>A brief description of the company (history &amp; the nature of the business)</b>	<b>5 Marks</b>	Shallow description of the history & nature of business	Average description of the history & nature of business	Detail and meaningful description of the history & nature of business	
<b>A profile of the manager &amp; description of the manager's daily activities and functions as a manager</b>	<b>10 Marks</b>	A brief profile of the manager with the exhibition of only basic information, vague exhibition of manager's functions.	Reasonable information of the manager's profile was exhibited, average exhibition of manager's functions.	In-depth profiling of the manager's personal and career path, clear & distinct exhibition of manager's functions.	
<b>Two external environments that affect the business.</b>	<b>10 Marks</b>	A brief explanation of the business environments	Reasonable information of the business environments	In-depth information of the business environments and its impact to the companies' business.	
<b>Suggest social media tools/ e-business for this company.</b>	<b>10 Marks</b>	Minimal elaboration for suggested tools and not related to the organisation	Acceptable types of social media tools /e-business proposed	Well justified and effective social media tools/e-business that improve the position of the organisation in this changing environment	
<b>Conclusion (Reflection on the learning experience by every student)</b>	<b>5 Marks</b>	Limited learning outcomes and shallow personal reflections of the students.	Reasonable learning outcomes and personal reflections of the students.	Clear learning outcomes and in-depth personal reflections of the students.	
<b>Creativity (Expression, images, presentation, formatting)</b>	<b>10 Marks</b>	Idea is common and information presented poorly.	Idea is fairly average but exhibited all the information.	Excellent and interesting idea, capture the attention of the reader. A clear structured piece of work.	
<b>Total</b>	<b>50 Marks</b>	-	-	-	
<b>Converted to</b>	<b>25 Marks</b>				