

Westwood Dynamic Limited

Course Syllabus/Content

WD-UK Level 3 (UK Qualifications Framework - Business Management)

(Credits 120)

Revised Modules	Contact hours (Full-Time)	Contact hours (Part-Time)	Assessment	Teaching Methods	Passing Mark
Introduction to Business Environment	50	50	Assignment Based	Classroom Lectures & Online	50%
Principles of Marketing	50	50	Assignment Based	Classroom Lectures & Online	50%
Fundamentals of Finance	50	50	Assignment Based	Classroom Lectures & Online	50%
Business Communication Skills	50	50	Assignment Based	Classroom Lectures & Online	50%
Teamwork and Leadership	50	50	Assignment Based	Classroom Lectures & Online	50%

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Basics of Human Resource Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Customer Service Excellence	50	50	Assignment Based	Classroom Lectures & Online	50%
Business Ethics and Social Responsibility	50	50	Assignment Based	Classroom Lectures & Online	50%
Entrepreneurship Basics	50	50	Assignment Based	Classroom Lectures & Online	50%
Introduction to Management Accounting	50	50	Assignment Based	Classroom Lectures & Online	50%

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Subject	Introduction to Business Environment
Aims and Objectives	<p>Aims:</p> <ul style="list-style-type: none"> - To provide students with a comprehensive understanding of the various components of the business environment. - To explore the interplay between external factors and internal operations that shape organizational strategies and decision-making processes. - To foster critical thinking and analytical skills necessary for assessing the impact of environmental factors on business operations. <p>Objectives:</p> <ol style="list-style-type: none"> 1. Introduce students to the concept of the business environment and its significance in organizational management. 2. Examine the various dimensions of the business environment, including economic, social, political, technological, and legal aspects. 3. Analyze the dynamic nature of the business environment and its influence on business strategies and performance. 4. Discuss the role of globalization and international trade in shaping the contemporary business landscape. 5. Explore the ethical and sustainability considerations within the business environment.
Learning Outcomes	<p>By the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Define and explain the concept of the business environment and its components. 2. Analyze the impact of economic, social, political, technological, and legal factors on business operations. 3. Evaluate the role of globalization in shaping business strategies and competition. 4. Assess the ethical and sustainability implications of business decisions within various environmental contexts. 5. Apply environmental scanning techniques to identify opportunities and threats for organizations. 6. Synthesize knowledge of the business environment to develop strategic recommendations for organizations.
Credit Points:	12 credit points
Assessment	<ul style="list-style-type: none"> ▪ Assignment based
Teaching Mode (Full-Time)	<p>Lectures: 60 hours Tutorials/workshop: 30 hours Private Study: 30 hours Total: 120 hours</p>

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Subject	Principles of Marketing								
Aims and Objectives	<p>Aims:</p> <ul style="list-style-type: none"> - To provide students with a foundational understanding of marketing principles and practices. - To introduce students to key marketing concepts, theories, and frameworks. - To develop students' critical thinking and analytical skills in assessing marketing strategies and their impact on businesses and consumers. <p>Objectives:</p> <ol style="list-style-type: none"> 1. Introduce students to the fundamental principles and concepts of marketing. 2. Explore the marketing environment, including consumer behavior, market research, and segmentation. 3. Examine the marketing mix elements: product, price, place, and promotion. 4. Analyze various marketing strategies and tactics used by organizations. 5. Foster an understanding of ethical and socially responsible marketing practices. 								
Learning Outcomes	<p>By the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Define marketing and its role in business and society. 2. Analyze consumer behavior and its implications for marketing strategies. 3. Conduct market research and segmentation to identify target markets. 4. Develop marketing strategies based on the principles of product, price, place, and promotion. 5. Evaluate the effectiveness of marketing tactics and campaigns 								
Credit Points:	12 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Assignment based 								
Teaching Mode (Full-Time)	<table style="width: 100%; border: none;"> <tr> <td style="padding-right: 20px;">Lectures:</td> <td style="text-align: right;">60 hours</td> </tr> <tr> <td>Tutorials/workshop:</td> <td style="text-align: right;">30 hours</td> </tr> <tr> <td>Private Study:</td> <td style="text-align: right;">30 hours</td> </tr> <tr> <td>Total:</td> <td style="text-align: right;">120 hours</td> </tr> </table>	Lectures:	60 hours	Tutorials/workshop:	30 hours	Private Study:	30 hours	Total:	120 hours
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Subject	Fundamentals of Finance								
Aims and Objectives	<p>Aims:</p> <ul style="list-style-type: none"> - To provide students with a foundational understanding of financial principles and concepts. - To introduce students to key financial tools and techniques used in business decision-making. - To develop students' analytical and quantitative skills in financial analysis and management. <p>Objectives:</p> <ol style="list-style-type: none"> 1. Introduce students to the basic principles and theories of finance. 2. Familiarize students with financial statements and their analysis. 3. Provide an understanding of time value of money and its applications in finance. 4. Introduce students to valuation techniques for securities and investment decisions. 5. Explore the concepts of risk and return and their implications for investment and financing decisions. 								
Learning Outcomes	<p>By the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain fundamental concepts and theories of finance. 2. Analyze financial statements to assess the financial health of a business. 3. Apply time value of money concepts to make investment and financing decisions. 4. Conduct valuation of securities using various techniques. 5. Evaluate risk and return trade-offs in investment and financing choices. 6. Apply financial analysis tools to assess investment opportunities and risks 								
Credit Points:	12 credit points								
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Subject	Business Communication Skills								
Aims and Objectives	<p>Aims:</p> <ul style="list-style-type: none"> - To develop students' communication skills in a business context. - To enhance students' ability to effectively convey ideas, information, and messages in various business situations. - To equip students with the necessary communication tools and techniques for professional success in the workplace. <p>Objectives:</p> <ol style="list-style-type: none"> 1. Develop students' written and oral communication skills specific to business settings. 2. Enhance students' interpersonal communication skills for effective collaboration and relationship building. 3. Familiarize students with different types of business communication, including formal and informal channels. 4. Provide practical experience in crafting and delivering business presentations, reports, and emails. 5. Cultivate students' ability to communicate persuasively and professionally in diverse business contexts 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Demonstrate proficiency in written communication for business purposes, including composing emails, memos, and reports. 2. Deliver effective oral presentations using appropriate language, tone, and visual aids. 3. Utilize interpersonal communication skills to build professional relationships and resolve conflicts in the workplace. 4. Adapt communication style and strategies to various business contexts and audiences. 5. Apply persuasive communication techniques to influence stakeholders and achieve organizational goals. 								
Credit Points:	12 credit points								
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Subject	Teamwork and Leadership								
Aims and Objectives	<p>Aims:</p> <ul style="list-style-type: none"> - To develop students' understanding of effective teamwork and leadership principles. - To enhance students' ability to work collaboratively in teams and lead others towards common goals. - To equip students with the skills and knowledge necessary for successful team dynamics and leadership in various organizational settings. <p>Objectives:</p> <ol style="list-style-type: none"> 1. Introduce students to the theories and concepts of teamwork and leadership. 2. Provide practical skills for building and managing high-performing teams. 3. Develop students' ability to communicate effectively within teams and lead by example. 4. Foster critical thinking and problem-solving skills in team settings. 5. Explore different leadership styles and their applications in various contexts. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Demonstrate an understanding of teamwork dynamics and the factors that contribute to team effectiveness. 2. Contribute actively and collaboratively to team projects and initiatives. 3. Communicate effectively within teams, including listening, providing feedback, and resolving conflicts. 4. Apply leadership principles and techniques to motivate and inspire team members. 5. Analyze different leadership styles and adapt their approach to various team situations. 								
Credit Points:	12 credit points								
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Subject	Basics of Human Resource Management								
Aims and Objectives	<p>Aims:</p> <ul style="list-style-type: none"> - To provide students with a foundational understanding of human resources management principles and practices. - To introduce students to key concepts and functions within the field of HRM. - To develop students' knowledge and skills necessary for effective people management in organizations. <p>Objectives:</p> <ol style="list-style-type: none"> 1. Introduce students to the role and importance of human resources management in organizations. 2. Provide an overview of key HRM functions, including recruitment, selection, training, performance management, and employee relations. 3. Familiarize students with relevant laws, regulations, and ethical considerations in HRM. 4. Develop students' ability to apply HRM concepts and techniques to address organizational challenges and support strategic objectives. 5. Enhance students' understanding of diversity, equity, and inclusion in the workplace. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Explain the role and functions of human resources management in organizations. 2. Apply HRM principles and techniques to various aspects of the employee lifecycle, including recruitment, selection, training, and performance management. 3. Interpret relevant laws, regulations, and ethical guidelines governing HRM practices. 4. Analyze organizational challenges related to human resources and propose appropriate HRM solutions. 5. Demonstrate an understanding of diversity, equity, and inclusion principles in HRM. 								
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Subject	Customer Service Excellence								
Aims and Objectives	<p>Aims:</p> <ul style="list-style-type: none"> - To provide students with a comprehensive understanding of customer service principles and practices. - To emphasize the importance of delivering exceptional customer service for organizational success and customer satisfaction. - To equip students with the skills and techniques necessary to excel in various customer service roles. <p>Objectives:</p> <ol style="list-style-type: none"> 1. Introduce students to the concept of customer service and its significance in business. 2. Explore the fundamentals of delivering excellent customer service, including communication, problem-solving, and relationship-building. 3. Familiarize students with different customer service strategies and best practices across various industries. 4. Develop students' ability to handle challenging customer interactions and resolve complaints effectively. 5. Enhance students' understanding of the role of technology in modern customer service. 								
Learning Outcomes	<p>By the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Define customer service and its importance in business. 2. Demonstrate effective communication skills for interacting with customers. 3. Apply problem-solving techniques to address customer inquiries and resolve issues. 4. Implement strategies for building positive customer relationships and loyalty. 5. Handle challenging customer interactions with professionalism and empathy. 								
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Subject	Business Ethics and Social Responsibility								
Aims and Objectives	<p>Aims:</p> <ul style="list-style-type: none"> - To provide students with an understanding of ethical principles and their application in business contexts. - To explore the concept of social responsibility and its significance for organizations and society. - To foster critical thinking and decision-making skills in ethical dilemmas faced by businesses. <p>Objectives:</p> <ol style="list-style-type: none"> 1. Introduce students to foundational concepts and theories of ethics and social responsibility. 2. Explore the ethical challenges and dilemmas encountered in various business sectors and industries. 3. Examine the role of businesses in addressing social and environmental issues. 4. Develop students' ability to analyze and evaluate ethical decision-making processes within organizations. 5. Cultivate awareness of the impact of business actions on stakeholders and society. 								
Learning Outcomes	<p>By the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Define and explain key ethical concepts and theories relevant to business contexts. 2. Identify and analyze ethical dilemmas and challenges faced by businesses. 3. Evaluate the ethical implications of business decisions on various stakeholders. 4. Assess the role of businesses in addressing social and environmental issues. 5. Apply ethical frameworks and decision-making models to resolve ethical dilemmas in business settings. 								
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Subject	Entrepreneurship Basics								
Aims and Objectives	<p>Aims:</p> <ul style="list-style-type: none"> - To introduce students to the fundamental concepts and principles of entrepreneurship. - To foster an entrepreneurial mindset and cultivate entrepreneurial skills. - To provide students with the knowledge and tools necessary to pursue entrepreneurial opportunities. <p>Objectives:</p> <ol style="list-style-type: none"> 1. Introduce students to the concept of entrepreneurship and its importance in driving innovation and economic growth. 2. Explore the characteristics and traits of successful entrepreneurs. 3. Provide an overview of the entrepreneurial process, from ideation to venture creation and growth. 4. Familiarize students with the tools and techniques for opportunity recognition and feasibility analysis. 5. Develop students' skills in business planning, resource acquisition, and venture management 								
Learning Outcomes	<p>By the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Define entrepreneurship and explain its role in the economy. 2. Identify and analyze entrepreneurial opportunities. 3. Develop a business idea and assess its feasibility. 4. Create a basic business plan outlining key components of the venture. 5. Demonstrate an understanding of key entrepreneurial skills, including creativity, innovation, and problem-solving 								
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Subject	Introduction to Management Accounting								
Aims and Objectives	<p>Aims:</p> <ul style="list-style-type: none"> - To provide students with a foundational understanding of management accounting principles and practices. - To introduce students to the role of management accounting in decision-making and performance evaluation. - To equip students with the knowledge and skills necessary to analyze and interpret financial information for managerial purposes. <p>Objectives:</p> <ol style="list-style-type: none"> 1. Introduce students to the basic concepts and terminology of management accounting. 2. Familiarize students with cost behavior, cost-volume-profit analysis, and cost estimation techniques. 3. Provide an overview of budgeting and variance analysis for performance evaluation. 4. Develop students' ability to apply management accounting tools and techniques to support managerial decision-making. 5. Enhance students' analytical and problem-solving skills in interpreting financial data for internal use. 								
Learning Outcomes	<p>By the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Define and explain key management accounting concepts and terminology. 2. Analyze cost behavior and its implications for decision-making. 3. Apply cost-volume-profit analysis to assess the impact of changes in volume, price, and cost on profitability. 4. Prepare and interpret budgets and variance reports for performance evaluation. 5. Utilize relevant management accounting techniques to support strategic and operational decisions 								
Credit Points:	12 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Assignment based 								
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