BIC3035-B module descriptor	
Module Title	Introduction to Business Functions and Organisations
Credit Level	20 credits (RQF Level 3)
Session	2026/7 academic year
BDA occurrence	Academic Year available at University of Bradford
BDA occurrence	Non Standard Year available at University of Bradford
BDB occurrence	Non Standard Year available at University of Bradford

Transparency notice

This specification for module code BIC3035-B has been generated automatically in advance of the academic year 2026/7. Every effort has been made to ensure that the information is accurate at the time of publication, but changes permitted by our Student Contract Terms and Conditions could be made in the interval between publishing and commencement of teaching; where changes impact the terms and conditions of an applicant's or student's offer, these are communicated to them as soon as possible.

BIC3035-B module aims

This module develops your understanding of the way in which businesses are set up and operate (business models) as well as the role of four specialist business functions: finance, human resource management, marketing and customer services.

The module explores the key themes of management and governance, accountability and corporate social responsibility and looks at how businesses and other organisations respond to change.

BIC3035-B module learning outcomes	
No.	**Students completing the module will be able to:**
01	Identify different types of business and explain the core functional areas of a business
02	Explain the factors that support effective marketing of a product or service
03	Explain the effectiveness of different organisational structures.
04	Describe and give examples of developments in the role and function of management.
05	Describe and explain how businesses operate in an ethical manner.
06	Describe the role cultural awareness plays in global business operations.

BIC3035-B module outline syllabus

Types of Business
The purpose and legal forms of business ownership, public, private sector and not-for-profit organisations and the ways in which a business is set up and financed. Identifying Business objectives and aligning strategic planning.

Functions
Exploring the specialist roles of the finance, HRM, marketing and customer service functions in supporting and developing business activity.

Marketing Concepts
The ways in which new products and services are developed and brought to market (local and international).

Structures
Common types of organisational structures.

Governance
styles of governance, Stakeholders, systems of control and the different legal frameworks within which businesses and other organisations conduct themselves and the legal constraints on activities.

CSR & Ethics
The obligations businesses and other organisations have to society and how they demonstrate that they are responsible and principled actors.

Management
Contemporary theories of management, traditional and changing roles from planning and managing resources to soft skills and greater specialisation.

Cultural Awareness
Consideration of international marketing, global brands and cultural sensitivities to local cultural activities, the behaviour of supra-national organisations and its impact on the global operations of a business.

For more information, visit the VLE (**Canvas**) page, go to our **Reading Lists webpage for this module** or search **https://bradford.rl.talis.com** for this module.

BIC3035-B module notional learning hours

- 110 hours Directed Study
- 90 hours Lectures

The overall expected hours may include contact time, scheduled learning activity, directed and independent study and any minimum expectations for placement learning. Most learning at the University of Bradford has some online content and sessions which are delivered fully by virtual means are labelled as "online".

BIC3035-B module learning, teaching and assessment

Groups are small and classes are student-centred, task-based and interactive.

The classroom approach is explicitly designed to help international students acquire new knowledge and skills, to build their confidence and enable them to become more independent learners. By doing this consistently and across all modules, the programme provides them with a strong foundation for further study in their chosen subject area.

The approach is inclusive and recognises that students come from different backgrounds with a range of previous learning experiences and associated expectations, beliefs and behaviours. Teaching and learning methods are clearly explained so students understand why (where appropriate) they need to engage in new ways of learning and why those they have used or relied on up to this point may be less suited to supporting their ongoing development and their chances of success in UK Higher Education.

Formative work is an integral part of the approach. In class, students are set tasks that require them to apply their knowledge and skills, to think critically and to solve problems. The level of challenge is gradually increased as the students grow in confidence and Tutors help them to see that experimentation, trial and error are central to the learning process, providing constructive feedback on both what has been achieved and how.

Students are also expected to engage in independent study, to reflect on their own performance and to discuss this with their module tutor or personal academic tutor, who will provide support and advice and, when necessary, draw the attention of the Academic Management Team to a struggling student using the Students of concern process.

Summative assessment activities are designed to test relevant knowledge and understanding, and tasks are chosen to reflect what may be required when students progress on to their chosen undergraduate degree.

BIC3035-B mode of assessment			
Type	**Mode**	**Assessment description**	**Weight**
Summative	Examination - Closed Book	Unseen examination assessing LO1, LO2 and LO3 (90 minutes)	50%
Summative	Coursework - Written	Extended written responses covering LO4, LO5 and LO6 (1000 words)	50%

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