

School	Pôle Paris Alternance (PPA Business School, Paris, France)
Qualification Title	BBA Professional Accounting
Recognition	Commission Nationale de la Certification Professionnelle (CNCP) (National Commission for Professional Certification)
Listed On	Répertoire national des certifications professionnelles (RNCP) National Directory of Professional Certifications
RNCP Code	<b>16261</b>
RNCP Web Link	<a href="http://www.rncp.cncp.gouv.fr/grand-public/visualisationFiche?format=fr&amp;fiche=16261">http://www.rncp.cncp.gouv.fr/grand-public/visualisationFiche?format=fr&amp;fiche=16261</a>
Module Title	The Business Environment
Module Code	
EQF Level	4
Semester	Second Semester
ECTS Credits	
Study Hours	52
Private Study	100
TOTAL HOURS	152
Languages Available	French English
Aims	The module aims to provide students with an understanding of how businesses operate within a changing business environment .
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Students will be able to understand and assess the business environment.</li> <li>2. Students will be able to specify the nature and characteristics of different forms of business ownership.</li> <li>3. Students will be able to identify how organisations are managed in terms of organisation and operations</li> <li>4. Students will be able to understand the role and importance of human resources to business success.</li> <li>5. Students will be able to identify the changing role of marketing to satisfy customer needs</li> <li>6. Students will be able to appreciate how finance and investment allows businesses to grow.</li> </ol>
Skills	<ol style="list-style-type: none"> <li>1. Commercial awareness</li> <li>2. Communication skills</li> <li>3. Teamwork</li> <li>4. Organisational skills</li> <li>5. IT skills</li> <li>6. Lifelong learning skills</li> <li>7. Problem solving skills</li> </ol>

Syllabus	<p>The syllabus content will cover the following key areas:</p> <ol style="list-style-type: none"> <li>1) The Business Environment</li> <li>2) Business Ownership &amp; Entrepreneurship</li> <li>3) Management &amp; Organisation</li> <li>4) Human Resources</li> <li>5) Marketing</li> <li>6) Finance &amp; Investment</li> </ol>
Assessments	<p>Assessment 1: Business Simulation Game Assessment Type: Practical Assessment Duration: 4</p>
	<p>MidAssessment 2: Mid</p>
	<p>Assessment 3: Reflective Log Assessment Type: Coursework Size: 1000</p>
Teaching and Learning Strategies	<p>Teaching Method 1: Lecture Teaching Method 2 : Workshops Teaching Method 3: Seminars</p>
Learning Resources	