SUMMER PROGRAMMES

UNDERGRADUATE MODULE SYLLABUS

GENERAL INFORMATION	
Module title	**Business & Management**
Module code	4ZSS0115
Module level	*Level 4* (First year Undergraduate UK Higher Education)
Credit value	Equivalent to 15 King's credits, 7.5 ECTS, 3-4 US Credits
Duration	2 Weeks
Workload	45 contact teaching hours + 105 Independent study hours. (See detail below)
Entry Requirements	Standard entry requirements here
Mode of Delivery	Face to face, on campus
Contributing Faculty	King's Business School (KBS)
Date last updated	October 2026

MODULE INFORMATION
Module description
Distilled from our BSc in Business Management, this undergraduate summer module delivered by King's Business School aims to give you an experience comparable to a mini MBA, specially curated for those with a more limited business background who wish to get up to speed.

Together in teams, you'll embark on the task over ten days of formulating and presenting a compelling business plan. Each day, we'll guide you through some of the most important concepts in business: from evaluating the value proposition of your idea, to strategising on how to gain a competitive advantage and projecting its potential market demand and profitability. By immersing yourself in real-world applications of foundational business principles, you'll refine your ability to critically assess situations and make strategic decisions with confidence. And you will fortify your global mindset, crucial for thriving in today's interconnected business world.

1. Week 1: Identify your Business opportunity.
2. Week 2: Develop your business and pitch.

Educational aims

This module aims to focus on an interactive, engaging, and practical approach to learning about business management. We'll use real-world case studies, simulations, and experiments to enhance your learning as you develop an idea into a business plan. Our goal is that by the course's conclusion, you'll feel confident in taking your newly acquired business knowledge and commercial acumen into further studies and a wide range of future careers.

Learning outcomes

By the end of this module the students will be able to demonstrate intellectual, transferable and practicable skills appropriate to a Level 4 (first year undergraduate) module and in particular will be able to demonstrate the following subject specific skills:

- **Business Strategy Acumen:** This aspect of the module sharpens your strategic thinking skills, enabling you to adeptly navigate diverse business scenarios.
- **Entrepreneurial Ideation & Execution:** You will understand market theories, predominantly those focusing on consumer behaviour insights, and be able to use this knowledge to detect emerging consumer patterns and translate them into actionable and pioneering business ideas.
- **Mastering International Teamwork:** You will demonstrate the ability to adapt to diverse communication approaches and address potential challenges arising from cultural variances.

Teaching methods

The module will typically consist of activities distributed as stated below. Please note that individual tutors may vary this in accordance with discipline-specific requirements.

Lectures	Seminar/ tutorials	Field/lab/studio/ supervised learning	Project work	Other/private study
15 hours	6	9 hours	15 hours	105 hours

Assessment

Method	Number	Duration/length	Pass mark	% of final grade of module
Group Report	1	15 mins	40%	50%
Individual Essay	1	1300 words	40%	50%

Attendance requirements

Students must attend a minimum of 80% of timetabled contact hours to receive a Record of Agreed Results.

Reading list

Compulsory:

- Ghauri, P.N. & Usunier, J.C. (eds), *International Business Negotiations*, Pergamon Press: London, 2nd Edition, 2003.

Optional:

- Cavusgil, T., Ghauri, P. & Agarwal, M., *Doing Business in Emerging Markets: Entry & Negotiation Strategies*, Sage, London, 2002.
- Fisher, R. & Ury, W., *Getting to Yes: Negotiating Agreements without Giving In*, 2nd Edition, Random House, London, 1999.
- Fisher, C. & Lovell, A., *Business Ethics and Values*, 2nd Edition, FT Prentice Hall, London, 2006.
- Kremenyuk, V.A. (ed), *International Negotiation – Analysis, Approaches, Issues*, 2nd Edition, Jossey Bass, 2002.
- Lewicki, R.J. et al., *Negotiation*, 5th Edition, McGraw Hill, International Edition, 2006.
- Weiss, J., *Business Ethics*, 3rd Edition, Thomson, Ohio, USA, 2003.
- Ghauri, P.N. & Fang, T., "Negotiating with Chinese: A Socio-Cultural Analysis," *Journal of World Business*, 2002, 36(3), pp. 303–325.