

## BBER101 An Introduction to Business Education and Retail

ECTS Value: 4 ECTS  
Self-Study Hours: 48

Contact Hours: 20  
Assessment Hours: 32

### Overall Objectives and Outcomes

The unit serves as an introduction to the many concepts encountered within the realm of Business Education. The unit is specifically designed to familiarise course participants with the notions that underpin the syllabi of the commercial subjects, especially, Business and Retail. Familiarisation with fundamental concepts included in this unit will help course participants to become effective business teachers who have a strong understanding of the content knowledge that they teach. A deep understanding will support them in becoming effective teachers because they will be better able to apply their knowledge cross-curricularly and to highlight the links between different aspects of business-related ideas within broader areas of business education. Most importantly, supporting course participants in engaging with the wide array of knowledge skills and competencies within this study unit will strengthen their command of the subject matter and will enable them to engage critically with every aspect of the syllabi which they teach.

By the end of this module, the learner will be able to:

### Competences

- a. advise students on diverse areas related to Business Education including Retail.
- b. Produce data for economic analysis and forecasting
- c. Interpret social phenomena through an economic perspective
- d. Engage in discussions and consultation sessions encompassing retail management issues
- e. Advise employees on stock management issues.

### Knowledge

- a. Articulate the activities of different types of businesses and organisations within the private and public sectors.
- b. Outline how financial literacy can enrich the understanding of the world around us.
- c. Illustrate the roles of the different functions within a business organization including purchasing, human resources and marketing.
- d. Discuss production (including factors, types, and stages) and its relation to commercial activity
- e. Elaborate on the consumer and consumer protection mechanisms
- f. State the range of occupations within the retail sector
- g. Outline the retail selling process
- h. Interpret national income data to evaluate and to predict changes in economic performance

### Skills

#### Applying knowledge and understanding

The learner will be able to:

- a. Employ macroeconomic approaches to analyze largescale global challenges including migration and the environment.

- b. Use the market forces of demand and supply to predict price changes and apply the price mechanism to different markets (e.g. commodities market, property market, labor market).
- c. Compare different kinds of trade including Domestic Trade, Retail Trade, Wholesale Trade and International Trade
- d. Follow established practices to receive, store and handle stock.
- e. Demonstrate differences between different types of businesses, different types of trade and different functions within an organization
- f. Demonstrate understanding of key concepts within the domains of Business Management and Retail.

## Assessment Methods

This module will be assessed through: Assignment and Essay

## Suggested Readings

### Core Reading List

1. Stimpson, P., & Farquharson, A. (2014). Cambridge international AS and a level Business coursebook. Cambridge University Press.
2. Grant, S. (2016). Cambridge international AS and A Level Economics. Cambridge University Press.
3. Jones, R. (2020). Pearson Edexcel International GCSE (9-1) Commerce: Student book. Edexcel.
4. Berman, B. R., & Evans, J. R. (2013). Retail Management: A Strategic Approach. Pearson.

### Supplementary Reading List

1. Ennis, S. (2015). Retail Marketing. Mc Graw-Hill Education.
2. Griffiths, A. and Wall, S. (2011). Economics for Business and Management Students. London: Pearson