

Learning Module 1 – Introduction to Business

Module introduction

Module 1 is built around understanding and analysing your organisation's macro and micro environment and will give you the knowledge, skills and tools necessary in order to do so. It will equip you with the competences necessary to recognise external influences, strategically adapt to changing environmental conditions and develop competitive advantages. It will also provide you with information and tips on how to recognise and create opportunities.

The objective of this module is to enable you to:

1. Recognise external influences, strategically adapt to changing environmental conditions, and develop competitive advantages.
2. Familiarise, understand and analyse your organisation's macro and microenvironment.

Expected learning outcomes:

Knowledge

Upon completion of this module you will be able to:

1. Understand the importance of assessing your company's internal and external environment.
2. Identify how to improve your organisation's performance.
3. Understand which factors of your internal and external environment are important to assess.
4. Recognise business opportunities,
5. Understand the process of design thinking.

Competences and Skills

Upon completion of this module you will be able to:

1. Conduct an assessment of your company's internal and external environment by using provided tools.
2. Improve your opportunity recognition skills.
3. Apply design thinking to your own business.



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Syllabus

Module 1 is divided into 3 units:

Unit 1 – External influences and Internal Capabilities

Unit 2 – Internal and External Analysis

Unit 3 – Opportunity Recognition

Furthermore, there are Multiple Choice Questions related to each Unit.

Duration of the module: approximately 120 minutes.