



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Understanding the Business and Economic Environment (Business, International and Management)		
Module Code	UMED8A-15-1	Level	Level 4
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Economics
Department	FBL Dept of Accounting Economics & Finance		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	Economic Principles in a Contemporary Context 2020-21		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p><b>Educational Aims:</b> In addition to the Learning Outcomes, the educational experience may explore, develop, and practise but not formally discretely assess the following:  Time management skills.  A deeper appreciation for the need to keep up with current events.</p> <p><b>Outline Syllabus:</b> The PESTLE framework</p> <p>The Firm:  Costs, Revenues and profitability  Growth strategies of firms  The goals of Not for Profit Organisations</p> <p>Markets:  Supply and Demand  Competition: Oligopolies  Market Failure and Externalities</p> <p>National Income and Government Policy:  The circular flow of income and National Income  Business activity and the impact of Inflation and Unemployment  Monetary and Fiscal policy, the public finances, and their impact on business</p>

## STUDENT AND ACADEMIC SERVICES

The Financial Sector in a Modern Economy:  
Financial Intermediation and Banking Basics  
Financial Crisis and the National Economy

**Teaching and Learning Methods:** Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week, made up of lectures and workshops.

Lectures will be used for the delivery of core syllabus topics and will, where appropriate, incorporate activities (individual or group based) that enable students to explore their understanding of the lecture's topics. All lecture slides will be made available prior to the lecture on Blackboard including additional links relevant to the lecture's topics.

The workshops will be used to facilitate the students' deeper understanding of core concepts in the context of contemporary events. The workshops will take a variety of formats, from problem solving, graphical interpretation of data, simple algebraic arrangements, critical overview of business economics issues, or, understanding simple terminologies of the subject. All students are expected to engage with workshop materials prior to workshop sessions. Queries and extended discussions with staff can also be approached virtually through e-mail.

Extensive use will be made of Blackboard for weekly lectures and workshops to support students' learning and to provide feedback on formative and summative assessments. Students will also be directed towards the University Library, Study Skills resources, Careers and a number of other resources that are available for students.

### Part 3: Assessment

The aim of assessment is to evaluate the student's skill in understanding a range of business and economic concepts applicable to the individual, the firm and the national and international economic environments of business. There are two online summative assessments:

Component A:

A 24 hour open book exam answering questions in various formats based on materials covered in the module. The exam will take place at the end of module delivery and questions will cover the five themes of the syllabus.

Component B:

1,500 word written essay on an economic issue relevant to international business and their management functions.

Formative Assessment:

Throughout the module, engagement with other students in workshops and lectures which also encourages cohort identity and a sense of belonging. There will be regular VLE messages to provide generic feedback to students on lectures, workshop activities and summative assessments.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		50 %	1,500 word essay
Examination (Online) - Component A	✓	50 %	Open Book Data Response Exam (Max 2000 words)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		50 %	1,500 word essay
Examination (Online) - Component A	✓	50 %	Open Book Data Response Exam

## STUDENT AND ACADEMIC SERVICES

<b>Part 4: Teaching and Learning Methods</b>																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;"><b>Module Learning Outcomes</b></th> <th style="text-align: left;"><b>Reference</b></th> </tr> </thead> <tbody> <tr> <td>Ability to comment on and analyse the global, national and local economic and business environment in way using the appropriate terminology and concepts.</td> <td>MO1</td> </tr> <tr> <td>Application of simple economic and business theories to analyse specific economic and business phenomenon.</td> <td>MO2</td> </tr> <tr> <td>Use and interpretation of simple diagrams and schematic representations of key economic and business concepts.</td> <td>MO3</td> </tr> <tr> <td>Interpretation, manipulation, and analysis of both graphical and tabular business and economic data.</td> <td>MO4</td> </tr> <tr> <td>An ability to apply economic principles and their impact on international business, their human resource and other management functions.</td> <td>MO5</td> </tr> </tbody> </table>	<b>Module Learning Outcomes</b>	<b>Reference</b>	Ability to comment on and analyse the global, national and local economic and business environment in way using the appropriate terminology and concepts.	MO1	Application of simple economic and business theories to analyse specific economic and business phenomenon.	MO2	Use and interpretation of simple diagrams and schematic representations of key economic and business concepts.	MO3	Interpretation, manipulation, and analysis of both graphical and tabular business and economic data.	MO4	An ability to apply economic principles and their impact on international business, their human resource and other management functions.	MO5				
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://uwe.rl.talis.com/modules/umed8a-15-1.html">https://uwe.rl.talis.com/modules/umed8a-15-1.html</a></p>																

<b>Part 5: Contributes Towards</b>	
<p>This module contributes towards the following programmes of study:</p> <p>Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2020-21</p> <p>Business Administration [Jan][FT][Northshore][3yrs] BSc (Hons) 2020-21</p> <p>Business Administration [Jan][SW][Northshore][4yrs] BSc (Hons) 2020-21</p> <p>Business Studies {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2020-21</p> <p>Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21</p> <p>Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2020-21</p> <p>Business and Management [Jan][SW][Villa][4yrs] BA (Hons) 2020-21</p> <p>Business and Management [May][SW][Villa][4yrs] BA (Hons) 2020-21</p> <p>Business and Management [Sep][SW][Villa][4yrs] BA (Hons) 2020-21</p> <p>Business and Management [Jan][FT][Villa][3yrs] BA (Hons) 2020-21</p>	

## STUDENT AND ACADEMIC SERVICES

Business and Management [May][FT][Villa][3yrs] BA (Hons) 2020-21

Business and Management [Sep][FT][Villa][3yrs] BA (Hons) 2020-21

Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2020-21

Business and Management [Jan][FT][Frenchay][3yrs] BA (Hons) 2020-21

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21