



MODULE SPECIFICATION

Part 1: Information			
Module Title	Understanding the Business Environment		
Module Code	UMEDKR-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	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: See Learning Outcomes</p> <p>Outline Syllabus: 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

Teaching and Learning Methods: The module will be taught semesterised and completed within 15 weeks. There will be a 2 hour lecture-led session with a 1 hour seminar per week.

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 virtual learning environment (VLE) including additional links relevant to the lecture's topics.

The seminars will be used to facilitate the students' deeper understanding of core concepts in the context of current events. The seminars will take a variety of formats, from formal debates, informal discussions, question and answer sessions exploring case study material, or undertaking simple exercises. All students are expected to engage with all workshop materials before the seminar takes place.

In addition staff will be available during the semester during their office hours for face to face tutorial meetings. Queries and extended discussions with staff can also be approached virtually through e-mail.

Virtual Learning Environment (VLE)

This module is supported by VLE where students will be able to find all necessary module information. Direct links to information sources will also be provided from within VLE.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level.

Part 3: Assessment

This module deploys a mix of formative and summative assessment. The aim is to evaluate the student's skill in understanding a range of business and economic concepts applicable to the individual, the firm and the economic environment (nationally and globally).

Formative assessment takes various forms and will occur throughout the module – in lectures and workshops and, will include regular online tests, peer and tutor feedback on workshop activities.

Summative Assessment:

Component A: An individual presentation on market structure of an industry of your choice.

Component B: Essay on an issue relevant to the current economy, and its implications on human resources and other management functions.

Formative Assessment:

Engagement with other students in seminars and lectures which also encourages cohort identity and a sense of belonging.

Regular VLE messages, to provide generic feedback to groups on lectures, workshop activities and summative assessments.

In line with the College's commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the VLE.

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First Sit Components	Final Assessment	Element weighting	Description
Presentation - Component A		50 %	Individual presentation (20 minutes) - online submission of narrated slides.
Written Assignment - Component B	✓	50 %	Essay (1500 words)
Resit Components	Final Assessment	Element weighting	Description
Presentation - Component A		50 %	Individual presentation (20 minutes) - online submission of narrated slides
Written Assignment - Component B	✓	50 %	Essay (1500 words)

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	The ability to comment on and analyse the global, national and local economic and business environment using the appropriate economic terminology and concepts	MO1
	Apply simple economic and business theories to analyse specific economic and business phenomenon	MO2
	Use and interpret simple diagrams and schematic representations of key economic and business concepts	MO3
	Interpret, manipulate, and analyse both graphical and tabular business and economic data	MO4
	The ability to apply economic principles and their impact on international business, their human resource and other management functions	MO5
	Recognise the impact of global, social, ethical and technological factors on shaping business policy	MO6
	Demonstrate effective presentation skills	MO7
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	105
	Total Independent Study Hours:	105
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	45
	Total Scheduled Learning and Teaching Hours:	45
	Hours to be allocated	150
	Allocated Hours	150

STUDENT AND ACADEMIC SERVICES

Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/umedkr-15-1.html</p>
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Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business with Management [Sep][FT][UCW][2yrs] FdA 2020-21

Business with Management [Sep][PT][UCW][3yrs] FdA 2019-20