



Module Specification

Introduction to the Business Environment

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Part 1: Information

Module title: Introduction to the Business Environment

Module code: UMEDTQ-15-1

Level: Level 4

For implementation from: 2021-22

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: University Centre Weston

Field: Economics

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: This module will provide you with a broad understanding of the importance and critical interaction of businesses and their environments. The business environment is sum or collection of all internal and external factors such as

employees, customers' needs and expectations, supply and demand, suppliers, activities by government, innovation in technology, social trends, market trends, economic changes, etc. These factors affect how successfully the organisation functions. The sum of these factors influences the organisations environment and situation.

Outline syllabus: This module will introduce you to theories and methods employed in the study of business and economics. It will enable you to analyse business environments through market analysis analysing changes in both market structures and supply and demand. It will also familiarise you with the various sources of economic data and to enable you to extract and evaluate such data from them.

Part 3: Teaching and learning methods

Teaching and learning methods: A range of assessment techniques will be employed to ensure that learners can meet the breadth of learning outcomes presented in this module alongside the ability to demonstrate transferable skills e.g., communication skills.

Module Learning outcomes:

MO1 Apply appropriate analytical frameworks to analyse the economic environment

MO2 Explain the nature and importance of the relationship between internal business systems, structures and strategies and the external business and economic environment

MO3 Apply simple economic theories to analyse specific business cases

MO4 Communicate coherently and present ideas in digital and verbal formats

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 105 hours

Face-to-face learning = 45 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

Part 4: Assessment

Assessment strategy: Component A – As a group of no more than three students, prepare and present a digital presentation (15 minutes with 10 minutes for questioning) on a chosen market sector that covers: its market structure; its associated economic practices and behaviours and how these affect consumers and the sustainability and success of the business.

Opportunities for formative assessment exist for each of the assessment strategies used. Verbal feedback is given and all students will have opportunity for personalised tutorials to discuss the application of their ideas.

Assessment components:

Presentation - Component A (First Sit)

Description: Digital Presentation (15 minutes plus 10 minutes for questions)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Presentation - Component A (Resit)

Description: Digital Presentation (15 minutes plus 10 minutes for questions)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Sustainability [Sep][FT][UCW][3yrs] BA (Hons) 2021-22

Business Management and Sustainability [Sep][PT][UCW][5yrs] BA (Hons) 2021-22