



Module Specification

Sustainable Business Case Development

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Part 1: Information

Module title: Sustainable Business Case Development

Module code: UMCDUP-30-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field:

Module type: Module

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: As the module progresses, you will demonstrate your ability to critically assess the role of effective communication and stakeholder engagement within a selected business context, whilst examining the underpinning organisational

behavioural concepts and theories embedded within sustainable activities, through dissemination of relevant literature and synthesis with concepts and sector examples.

Outline syllabus: Students studying the sustainable business case development module will have an opportunity to gain insight and understanding of the concept of sustainable enterprise and the impacts that such activities can have on local, national and global communities. You will evaluate the actions and performance of a case study organisation in relation to their Corporate and Social Responsibility (CSR), business ethics and sustainability strategies, and demonstrate ability to apply complex business and economic decision-making frameworks, to assess the public good and financial viability, of established business enterprise activities.

Part 3: Teaching and learning methods

Teaching and learning methods: The assessment strategy has been designed to support and enhance the development of subject-based knowledge and practical skills, whilst ensuring that the Learning Outcomes are achieved. Opportunities for formative assessment and feedback are built into teaching and practical sessions, through discussion and evaluation of current research. All students will engage with formative tasks, within individual and group settings as part of the programme design.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate critical understanding the concept of sustainable business enterprise and the impacts that such activities can have on local, national and global communities.

MO2 Critically assess the role of effective communication and stakeholder engagement within business contexts.

MO3 Critically discuss the actions and performance of an organisation in relation to CSR, business ethics and sustainability.

MO4 Apply complex business and economic decision-making frameworks to assess the public good and financial viability of established sustainable business activities.

MO5 Examine the underpinning organisational behavioural concepts and theories embedded within sustainable activities through dissemination of relevant literature and synthesis with concepts and sector examples.

MO6 Communicate findings coherently in written and digital formats suitable for a business audience.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 210 hours

Face-to-face learning = 90 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/A1EEA219-D89E-3F2A-D88D-53F569A85712.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/A1EEA219-D89E-3F2A-D88D-53F569A85712.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: The assessments will provide a valuable learning experience through independent research of industry examples, published literature and development of academic writing style.

Task A: Seminar Presentation (15 minutes and 10 minutes questions) You will be required to prepare a 15-minute seminar presentation, suitable for a business audience, which evidences understanding of the concept of sustainable enterprise and the associated impacts upon local, national and global communities. Drawing upon specific sector examples, you will demonstrate ability to apply complex business and economic decision-making frameworks to assess the public good and financial viability of established enterprise activities.

Task B: Report (2,500 Words) Having developed your understanding and awareness of the sustainable business activities, you are required to specifically evaluate the actions and performance of an organisation in relation to corporate social responsibility, business ethics and explore the role of effective communication and stakeholder engagement within business contexts.

You should examine the underpinning organisational behavioural concepts and theories embedded within business enterprise activities through dissemination of relevant literature and synthesis with concepts and sector examples.

All work is marked in line with the UWE generic assessment criteria and conforms to University policies for the setting, collection, marking and return of student work. Assessments are described in the module handbook which is supplied at the start of module.

Assessment components:

Presentation (First Sit)

Description: Seminar Presentation (15 minutes and 10 minutes questions)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO6

Report (First Sit)

Description: Report (2500 Words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5, MO6

Presentation (Resit)

Description: Seminar Presentation (15 minutes and 10 minutes questions)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO6

Report (Resit)

Description: Report (2500 Words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Sustainability [UCW] BA (Hons) 2022-23

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