



## **Module Specification**

### **Dynamic Business Environments**

Version: 2023-24, v1.0, 21 Jun 2023

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## Part 1: Information

**Module title:** Dynamic Business Environments

**Module code:** UMSDUG-24-1

**Level:** Level 4

**For implementation from:** 2023-24

**UWE credit rating:** 24

**ECTS credit rating:** 12

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** Deltor Telfort International Business Institute

**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:** See Learning Outcomes

**Outline syllabus:** TOPIC ONE Understanding the Role of Economics

When you complete this topic you should be able to evaluate the role of business

economics in understanding markets and the potential impact of current economic issues.

#### Lesson Content and Outcomes

##### 1.Lesson 1 The Economic View of Business

Discuss the economic view of businesses

##### 2.Lesson 2 Economic Systems

Compare different economic systems

##### 3.Lesson 3 Impact of Governments

Explain the potential impact of governments on business and business environments

##### 4.Lesson 4 Market Competition

Discuss the varying level of competition in markets and the impact on price volatility

#### TOPIC TWO Analysing External Environments

When you complete this topic you should be able to

- demonstrate an awareness of external environmental trends ;
- analyse different types of business organizations and external technological advancements

#### Lesson Content and Outcomes

##### 1.Lesson 1 Analysis of External Environmental Trends

Apply relevant frameworks to analyse external environmental trends

##### 2.Lesson 2 Using PESTLE and SWOT

Discuss the threats and opportunities external environmental trends pose to a range of organizations

#### TOPIC THREE Analysing Internal Environments

When you complete this topic, you should be able to

- demonstrate an awareness of internal environmental trends ;
- analyse different types of business organizations' internal environment

#### Lesson Content and Outcomes

##### 1.Lesson 1 Analysis of the Internal Environment

Apply relevant frameworks to analyse key aspects of the internal environment of a range of organizations

#### 2.Lesson 2 Conducting Internal Analysis

Prepare a SWOT and consider its implications for an organization

### TOPIC FOUR Analysing Competitive Environments

When you complete this topic you should be able to

- use relevant frameworks to identify trends in the competitive environment ;
- identify methods for gaining competitive advantage based on a competitor analysis

#### Lesson Content and Outcomes

##### 1.Lesson 1 The Competitive Environment

Apply relevant frameworks to analyse competitor environmental trends

##### 2.Lesson 2 Gaining Competitive Advantage

Identify methods in which an organization can gain competitive advantage in response to competitor analysis

## **Part 3: Teaching and learning methods**

**Teaching and learning methods:** The module will use a blend of learning and teaching methods such as lectures, tutoring, mentoring and self-study.

There is a focus on flipped delivery supported by technology, where the delivery of core theoretical concepts moves from the classroom into the online space and face to face sessions to focus on collaborative learning, sense making and sharing of experiences.

Post session (face to face) online activities help the student to apply their learning to the context of their organisation and personal and professional development.

#### Module Completion Requirements

- Attend a minimum of 6 online lectures

- Participate in a minimum of 8 Mentoring Sessions
- LMS interaction of a minimum of 10 hours
- Complete all written assignments, sit the final exam and obtain an average passing grade for the course based on assessed elements.
- Students who fail to meet these basic requirements will not be eligible to sit the final exam.

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

**MO1** Evaluate the role of business economics in understanding markets and the potential impact of current economic issues.

**MO2** Demonstrate an awareness of external environmental trends

**MO3** Demonstrate the links between different organisational factors

**MO4** Analyse different types of business organisations and external technological advancements

**MO5** Demonstrate an awareness of internal environmental trends and analyse different types of business organisations' internal environments

**MO6** Able to use relevant frameworks to identify trends in the competitive environment

**MO7** Identify methods for gaining competitor advantage based on competitor analyses

**Hours to be allocated:** 240

**Contact hours:**

Independent study/self-guided study = 182 hours

Face-to-face learning = 58 hours

Total = 240

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](http://readinglists.uwe.ac.uk) via the following link

## **Part 4: Assessment**

**Assessment strategy:** This module has no assessment strategy

**Assessment components:**

**Portfolio (First Sit)**

Description: Portfolio of four individual assignments using a range of formats – report, essay, presentations, reflective lo, etc.

Weighting: 80 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

**Examination (First Sit)**

Description: The final examination comprises short answers and longer essay types answers - MCQ

Weighting: 20 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

**Portfolio (Resit)**

Description: Portfolio of four individual assignments using a range of formats – report, essay, presentations, reflective lo, etc.

Weighting: 80 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

**Examination (Resit)**

Description: The final examination comprises short answers and longer essay types answers

Weighting: 20 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

### **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business Management [DeITel] DipHE 2023-24

Business Management [DeITel] CertHE 2023-24