



Module Specification

Introduction to the Business Environment

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Part 1: Information

Module title: Introduction to the Business Environment

Module code: UMEDVN-15-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: University Centre Weston

Delivery locations: University Centre Weston

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: This module will introduce you to how a project can be affected by both internal and external operating factors. It will enable you to analyse business environments through market analysis identifying changes in both market structures and supply and demand. It will also familiarise you with the various sources of economic data to enable you to extract and evaluate such data from them. You will learn how to interpret this information to justify the project.

Features: Not applicable

Educational aims: In addition to the learning outcomes, the educational aims may explore, develop, and practise but not formally assess the following:

Independent learning, group work and skills associated with discussion and debate

Personal organisation and study skills as well as your analytical ones.

Outline syllabus: The indicative syllabus may include the following:

An examination of all internal and external factors of an organisations operating factor.

Customers' needs and expectations,

supply and demand,

Macro economics

Market analysis

PESTLE, SWOT, VUCA analysis

Porters 5 Forces

Part 3: Teaching and learning methods

Teaching and learning methods: This module will consist of a programme of lectures, seminars and debates. Visiting speakers will enrich the learning of the programme by raising awareness of how theory can link into the working world as well as encouraging critical thinking.

Activities include:

Lectures

Seminars

1:1 tutorials

Peer reviews

Independent study

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

MO1 Apply appropriate analytical frameworks to analyse specific market factors

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 validate project justification.

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](https://rl.talis.com/3/uwe/lists/454B0E62-0270-A9B5-F09E-50B0958A8F3F.html) via the following link <https://rl.talis.com/3/uwe/lists/454B0E62-0270-A9B5-F09E-50B0958A8F3F.html>

Part 4: Assessment

Assessment strategy: Group Presentation 20 mins (10 mins plus 10 mins questioning).

The assessment for this module will take the form of a group presentation that will explore the business environment of a proposed project identifying the potential market threats and environmental challenges to the proposal. The presentation will help to develop communication skills, team work whilst also developing the skills and confidence to present in the future. The content of the presentation should concentrate on the impact of an organisation's environment upon the validity and justification of a proposed business case.

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

At resit, resitting candidates will form a group. If there is only 1 candidate resitting, they are permitted to work in a 'group of 1'.

Assessment components:

Presentation (First Sit)

Description: Group presentation 20 mins (10 mins plus 10 mins for questioning)

Weighting: 100 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Presentation (Resit)

Description: Group Presentation 20 mins (10 mins plus 10 mins questioning).

Weighting: 100 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Project Management {Apprenticeship-UCW} [UCW] BSc (Hons) 2023-24