



Module Specification

RISE The Economic Context

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Part 1: Information

Module title: RISE The Economic Context

Module code: UMETHA-15-1

Level: Level 4

For implementation from: 2024-25

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Economics

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 introduces students to basic economic principles with relevance to Business, Management, Marketing and Events, through the use of case studies uncovering contemporary issues, trends and challenges. The course will expose students to the ways in which economic concepts can be used to analyse and understand the different interests, needs and roles of individuals, enterprises, institutions and other business/economic entities. The central theme is around the

notion of information. Teaching and assessment are designed in order to enable students to develop both awareness as well as practical analytical skills.

Features: Not applicable

Educational aims: The educational experience may explore, develop, and practise but not necessarily formally discretely assess a deeper appreciation for the need to keep up with current events where students will be able to demonstrate the following:

Possession of an extensive economics vocabulary and ability to discuss threshold concepts in economics using real-world examples.

Ability to apply simple economics concepts and tools to identify and analyse contemporary business issues from the perspectives of consumers, producers, marketers and regulators.

Awareness of debates within economics and understanding of the variation in impact for individuals, firms, institutions, governments and other economic and business entities.

Ability to interpret, manipulate and analyse both graphical and tabular business and economic data.

Ability to discuss contemporary questions and connect these to relevant debates, frameworks and tools

Ability to reference and draw on different sources of information to support their argument (e.g. academic, corporate, media, institutions, government etc.).

Ability to engage in discussion about key economic issues as discussed in the media/academic debates.

Ability to work in a team, manage time, and present/discuss findings.

Ability to position economic/business concepts and debates within a particular context (geographical, institutional, policy, economic etc.)

Outline syllabus: Key themes covered include (non-exhaustive list):

The PESTLE framework

The Firm:

Costs, Revenues and profitability

Growth strategies of firms

The goals of Not for Profit Organisations

Markets:

Supply and Demand

Competition: Oligopolies

Market Failure and Externalities

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

The Financial Sector in a Modern Economy:

Financial Intermediation and Banking Basics

Financial Crisis and the National Economy

Different role and conceptualization of information and data.

The importance and variation of context (business, institutional, macroeconomic, geographical, political etc.).

Impact of trends and changes in the business/economic environment and modes of operation.

Part 3: Teaching and learning methods

Teaching and learning methods: Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week, made up of lectures and workshops.

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 Blackboard including additional links relevant to the lecture's topics.

The workshops will be used to facilitate the students' deeper understanding of core concepts in the context of contemporary events. The workshops will take a variety of formats, from problem solving, graphical interpretation of data, simple algebraic arrangements, critical overview of business economics issues, or, understanding simple terminologies of the subject. All students are expected to engage with workshop materials prior to workshop sessions. Queries and extended discussions with staff can also be approached virtually through e-mail.

Extensive use will be made of the Virtual Learning Environment (VLE) for weekly lectures and workshops to support students' learning and to provide feedback on formative and summative assessments. Students will also be directed towards the University Library, Study Skills resources, Careers and a number of other resources that are available for students.

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

MO1 Analyse the global, national and local economic and business environment in way using the appropriate terminology and concepts.

MO2 Apply simple economic and business theories to analyse specific economic and business phenomenon.

MO3 Use and interpret of simple diagrams and schematic representations of key economic and business concepts.

MO4 Interpret, manipulate, and analyse both graphical and tabular business and economic data.

MO5 Apply economic principles and their impact on international business, their human resource and other management functions.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/3F5D5E1F-E67C-3824-E550-E0B6645BDD3C.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/3F5D5E1F-E67C-3824-E550-E0B6645BDD3C.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: The aim of assessment is to evaluate the student's skill in understanding a range of business and economic concepts applicable to the individual, the firm and the national and international economic environments of business. There are two online summative assessments:

Task A:

A 24 hour open book exam answering questions in various formats based on materials covered in the module. The exam will take place at the end of module delivery and questions will cover the five themes of the syllabus.

Task B:

1,500 word written essay on an economic issue relevant to international business and their management functions.

Formative Assessment:

Throughout the module, engagement with other students in workshops and lectures which also encourages cohort identity and a sense of belonging. There will be

regular VLE messages to provide generic feedback to students on lectures, workshop activities and summative assessments.

Assessment tasks:**Examination (Online) (First Sit)**

Description: Open Book Data Response Exam (Max 2000 words) (over 24 hours)

Weighting: 50 %

Final assessment: Yes

Group work: No

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

Written Assignment (First Sit)

Description: 1,500 word essay

Weighting: 50 %

Final assessment: No

Group work: No

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

Examination (Online) (Resit)

Description: Open Book Data Response Exam (Max 2000 words) (over 24 hours)

Weighting: 50 %

Final assessment: Yes

Group work: No

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

Written Assignment (Resit)

Description: 1,500 word essay

Weighting: 50 %

Final assessment: No

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

International Business [Frenchay] BA (Hons) 2024-25

Business and Management [Frenchay] BA (Hons) 2024-25

Business and Management [BIBM] BA (Hons) 2024-25

Business and Management [Phenikaa] BA (Hons) 2024-25

Business and Management [Villa] BA (Hons) 2024-25

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2023-24

Business and Management {Foundation} [Frenchay] BA (Hons) 2023-24

Business and Events Management [Phenikaa] BA (Hons) 2024-25

International Business {Foundation} [Frenchay] BA (Hons) 2023-24

Business and Events Management [Frenchay] BA (Hons) 2024-25

Business Management and Marketing {Foundation} [Frenchay] BA (Hons) 2023-24

Business Management and Marketing [Villa] BA (Hons) 2024-25

Business Management and Marketing [Phenikaa] BA (Hons) 2024-25

Business Management and Marketing [Frenchay] BA (Hons) 2024-25

Marketing {Foundation} [Frenchay] BA (Hons) 2023-24

Marketing [UFM] BA (Hons) 2024-25

Marketing [Frenchay] BA (Hons) 2024-25

Business and Human Resource Management {Foundation} [Frenchay] BA (Hons) 2023-24

Business and Human Resource Management [Villa] BA (Hons) 2024-25

Business and Human Resource Management [Frenchay] BA (Hons) 2024-25