Module Specification

Integrated Business Management Simulation

Version: 2021-22, v4.0, 04 Oct 2021

Contents

Part 1: Information

Module title: Integrated Business Management Simulation

Module code: UMSDMK-15-3

Level: Level 6

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: Frenchay Campus

Field: Strategy and International Business

Module type: Standard

Pre-requisites: None

Excluded combinations: Managing Organisational and Individual Change (Marketing, Enterprise and Tourism) 2021-22

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module serves a capstone function in drawing together strands of learning from the module and the programme more widely through an integrative, problem-based project.

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: Key aspects of the syllabus are:

Participating as part of a team in a business project that requires application of learning from across the students' programme of study.

Initiating, scoping and setting up a simulated business project.

Evaluating, making and implementing strategic decisions

Reflecting on project and team processes as well as outcomes.

Developing self-management and active organisational citizenship.

Developing resilience to cope with unexpected challenges/uncertainty in managing within a team context.

Developing understanding of the interrelationship of organisation theory and organisational practice.

Exploring the concept of personal resilience and develop reflexive self-awareness.

Personal change and preferred futures

Part 3: Teaching and learning methods

Teaching and learning methods: Module delivery will be based on 3 hours of scheduled learning and teaching activities each week over a 12 week teaching block, which may consist of:

A weekly one hour lecture

A weekly two hour problem-based learning project workshop facilitated by tutors who act in a coaching/consultancy role to project groups. The project is group-based and provides an opportunity for students to draw on aspects of their learning on a range of modules throughout the programme through a simulated business experience.

The module adopts an experiential approach to learning and includes a combination of class-based activity, group-based activity and independent study related to individual functional roles within the team and PPD. The sessions combine formal input such as lectures and workshops with tutor support.

The problem-based learning project is based on group work and provides an opportunity for students to apply their learning from modules across the programme and to develop resilient and sustainable approaches to dealing with uncertainty and complex working environments. It encourages students to engage actively with notions of organisational citizenship.

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

MO1 Integrate learning from a range of different disciplines (underpinned by prior programme learning) to holistically explore complex organisational situations On successful completion of this module students will achieve the following learning outcomes.

MO2 Effectively engage in practice-based learning through the application of a range of theoretical approaches, analytical techniques and tools to develop and implement strategic recommendations for achieving project objectives On successful completion of this module students will achieve the following learning outcomes.

MO3 Understand, critically evaluate different conceptual frameworks of individual change. On successful completion of this module students will achieve the following learning outcomes.

MO4 Systematically understand the interrelationship of organisation theory and organisational practice. On successful completion of this module students will achieve the following learning outcomes.

MO5 Reflect critically on the ethical dilemmas, challenges of organisational change and working in a team On successful completion of this module students will achieve the following learning outcomes.

MO6 Explore the concept of personal resilience and develop reflexive self-awareness. On successful completion of this module students will achieve the following learning outcomes.

MO7 Identify the need for personal change to achieve their preferred future

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/index.html

Part 4: Assessment

Assessment strategy: The module assessment comprises two components. The assessment is designed for students to present their team/company in their role as the top management team and to critically reflect on key aspects of PPD. Marking criteria will be specified in the module handbook.

Group presentation slides with notes

PPD portfolio (1000 words)

Formative feedback is built into the module design with opportunities for peer and tutor feedback. Student teams submit key documents to a team/company logbook each week that are reviewed by tutors who provide feedback during the tutorial. Key documents include a team contract detailing how the team will be managed, a

strategy document and weekly decision logs summarising operational and strategic decisions together with supporting rationale. For component B the portfolio will follow a template with short reflective answers (500 word limit) and a reflection and critical evaluation of PPD (500 word limit).

Assessment criteria will be reviewed annually to ensure they reflect the learning outcomes and assessment strategy.

Assessment components:

Group work - Component A (First Sit)
Description: Group presentation slides with notes
Weighting: 75 %
Final assessment: Yes
Group work: Yes
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio - Component B (First Sit)
Description: PPD portfolio (1000 words)
Weighting: 25 %
Final assessment: No
Group work: No
Learning outcomes tested: MO3, MO5, MO6, MO7

Set Exercise - Component A (Resit)
Description: Reflection under controlled conditions (online)
Weighting: 75 %
Final assessment: Yes
Group work: No
Learning outcomes tested:

Portfolio - Component B (Resit)
Description: PPD portfolio (1000 words)
Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management with Marketing {Top-Up} [Sep][FT][INTUNI][1yr] BA (Hons) 2021-22

International Business Management {Top-Up} [Sep][FT][BIBM][1yr] BA (Hons) 2021-22

International Business Management {Top-Up} [Sep][FT][Villa][1yr] BA (Hons) 2021-22

Business Management with Marketing {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2021-22

Business and Management {Top Up}[Sep][FT][Frenchay][1yr] BA (Hons) 2021-22

Business and Management {Top Up}[Sep][FT][CU][1yr] BA (Hons) 2021-22

Business and Management {Top Up}[Sep][FT][NEU][1yr] BA (Hons) 2021-22

Business Management with Marketing {Top-Up} [Jan][FT][Frenchay][1yr] BA (Hons) 2021-22

International Business Management {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2021-22

International Business Management {Top-Up} [Jan][FT][Frenchay][1yr] BA (Hons) 2021-22

International Business Management {Top-Up} [Sep][FT][NEU][1yr] BA (Hons) 2021-22

Business and Management {Top Up}[Sep][FT][DelTel][1yr] BA (Hons) 2021-22

Business and Management {Top Up}[Sep][FT][INTUNI][1yr] BA (Hons) 2021-22

Business Administration [Jan][FT][Northshore][3yrs] BSc (Hons) 2018-19

Business Management with Accounting and Finance [Sep][FT][Alexander][3yrs] BA (Hons) 2019-20

Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2019-20

Business Management with Accounting and Finance [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business Management with Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-20

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2019-20

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2019-20

International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

International Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business and Management [Jan][FT][Villa][3yrs] BA (Hons) 2019-20

Business and Management [May][FT][Villa][3yrs] BA (Hons) 2019-20

Business and Management [Sep][FT][Villa][3yrs] BA (Hons) 2019-20

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-20

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2019-20

International Business Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

International Business Management [Sep][FT][NEU][3yrs] BA (Hons) 2019-20

International Business Management {Split Delivery} [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business Management with Law [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Law with Business [Sep][FT][Frenchay][3yrs] LLB (Hons) 2019-20

Business and Law [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

International Business [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Business and Management [Jan][SW][Villa][4yrs] BA (Hons) 2018-19

Business and Management [May][SW][Villa][4yrs] BA (Hons) 2018-19

Business and Management [Sep][SW][Villa][4yrs] BA (Hons) 2018-19

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Management with Accounting and Finance [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Business Management with Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Management with Law [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Law with Business {Foundation} [Sep][FT][Frenchay][4yrs] LLB (Hons) 2018-19

Law with Business [Sep][SW][Frenchay][4yrs] LLB (Hons) 2018-19

Business and Law [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Business and Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Administration [Jan][SW][Northshore][4yrs] BSc (Hons) 2018-19

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons) 2018-19

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2018-19

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons) 2018-19

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2018-19

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2018-19

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Management with Accounting and Finance {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Management with Accounting and Finance {Top-Up}[Sep][FT][Frenchay][2yrs] BA (Hons) 2020-21

Business Management and Economics [Jan][FT][Villa][3yrs] BA (Hons) 2018-19

Business Management with Economics [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business Management and Economics [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Business Management and Economics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Management and Economics [Jan][SW][Villa][4yrs] BA (Hons) 2018-19