



Module Specification

Integrated Business Management Simulation

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Part 1: Information

Module title: Integrated Business Management Simulation

Module code: UMSDMK-15-3

Level: Level 6

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: None

Delivery locations: Not in use for Modules

Field: Strategy and International Business

Module type: Module

Pre-requisites: None

Excluded combinations: Managing Organisational and Individual Change
(Marketing, Enterprise and Tourism) 2023-24

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

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

MO3 Understand, critically evaluate different conceptual frameworks of individual change.

MO4 Systematically understand the interrelationship of organisation theory and organisational practice.

MO5 Reflect critically on the ethical dilemmas, challenges of organisational change and working in a team

MO6 Explore the concept of personal resilience and develop reflexive self-awareness.

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](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: The module assessment comprises two tasks. During term students work in teams running a virtual company. Teams are required to make decisions each week (financial quarter) as well as creating a team contract detailing how they will manage their team and developing an outline strategic plan. Weekly decision logs summarising operational and strategic decisions are also required together with supporting rationale.

The first assessment task is a set exercise, which takes the form of a group presentation. Student teams present their company in their role as the top management team. The second task is to critically reflect on key aspects of Personal and Professional Development (PPD). The portfolio task follows a template with short reflective answers (500 word limit) and a reflection and critical evaluation of PPD (500 word limit). Marking criteria will be specified in the module handbook.

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 and these are reviewed by tutors who provide feedback during the tutorial.

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

Assessment components:

Portfolio (First Sit)

Description: PPD portfolio (1000 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO5, MO6, MO7

Set Exercise (First Sit)

Description: Group presentation

Weighting: 75 %

Final assessment: Yes

Group work: Yes

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

Portfolio (Resit)

Description: PPD portfolio (1000 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO5, MO6, MO7

Set Exercise (Resit)

Description: Reflection under controlled conditions (online)

Weighting: 75 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

- Business and Management {Top Up}[CUEB] BA (Hons) 2023-24
- Business and Management {Top Up}[DeITel] BA (Hons) 2023-24
- Business and Management {Top Up} [INTUNI] BA (Hons) 2023-24
- Business and Management {Top Up}[NEU] BA (Hons) 2023-24
- International Business Management {Top-Up} [BIBM] BA (Hons) 2023-24
- International Business Management {Top-Up} [NEU] BA (Hons) 2023-24
- International Business Management {Top-Up} [Villa] BA (Hons) 2023-24
- Business Management with Marketing {Top-Up} [Frenchay] BA (Hons) 2023-24
- Business Management with Marketing {Top-Up} [INTUNI] BA (Hons) 2023-24
- Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2021-22
- Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22
- Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22
- Business and Management [Jan][FT][Villa][3yrs] BA (Hons) 2021-22
- Business and Management [May][FT][Villa][3yrs] BA (Hons) 2021-22
- Business and Management [Sep][FT][Villa][3yrs] BA (Hons) 2021-22
- International Business Management {Split Delivery} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22
- International Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22
- International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22
- International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22
- International Business Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing [Sep][FT][Frenchay][3yrs] - Withdrawn BA (Hons) 2021-22

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Law [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Law with Business [Sep][FT][Frenchay][3yrs] LLB (Hons) 2021-22

International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Accounting and Finance {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

International Business [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Law [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Law with Business {Foundation} [Sep][FT][Frenchay][4yrs] LLB (Hons) 2020-21

Law with Business [Sep][SW][Frenchay][4yrs] LLB (Hons) 2020-21

Business and Law [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Accounting and Finance {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management with Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Law with Business {Foundation} [Sep][SW][Frenchay][5yrs] LLB (Hons) 2019-20

Business and Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management with Accounting and Finance {Top-Up}[Sep][FT][Frenchay][2yrs] BA (Hons) 2022-23

Business Management and Economics [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business Management and Economics [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance {Top-Up}
[Sep][SW][Frenchay][3yrs] BA (Hons) 2021-22

Business Management and Economics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Economics [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Economics [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management and Economics {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20