

20BSB590: The Contemporary Business Environment

This module is principally taught by School of Business and Economics

Module details

Module Leader	Dr ML Clarke
Long Title	The Contemporary Business Environment
Distance Learning	None
Credit Weighting	10
Sensitive Content	
Exam Weight %	0
Coursework Weight %	100

Module instance details (including semester changes)

Instance Number	Instance Start Date	Delivery Start Date	Delivery End Date	Delivery Period
1	01/02/2021	01/02/2021	16/06/2021	Semester Two

Pre requisites and co requisites

Pre requisite modules

None

Other pre requisites

Co requisites

Excluded combinations

BSA053, BSB050

Availability

Module is generally available to any student meeting pre-requisites, but numbers may be restricted.

Accessibility

Accessibility

C. Does not use methods which are likely to present difficulties for students with disabilities

Accessibility information

Module aims and content

Aims

The aims of this module are to:

- examine some of the local, national and international factors which influence business organisations.

Contents

The impact of changes in Government policy. The role of national and regional development bodies. The role and influence of International business policy making bodies (eg IMF, European Union). The knowledge driven economy. How organisations turn knowledge and innovation into products and services. Ethical corporate social responsibility.

Module learning outcomes

Knowledge and Understanding

- A01: describe the wide variety of external factors that impact on business behaviour;
- A02: explain the influence on businesses of local and national government as legislators, buyers and suppliers;
- A03: discuss the role of major international trade bodies and organisations on businesses;
- A04: explain the importance of innovation and discuss how it is managed, particularly in a knowledge-based economy;
- A05: discuss the response of businesses to local and global environmental challenges.

Subject-Specific - Cognitive Skills

- B01: analyse the impact of contemporary issues on business development;
- B02: analyse and assess the effect on businesses of changes in legislation and regulations;
- B03: assess likely changes in the business environment, nationally and internationally.

Subject-Specific - Practical Skills

There are no module learning outcomes defined for this category.

Key Transferable Skills

- D01: collect, analyse and apply information and data from a variety of sources;
- D02: discuss and explain ideas and arguments in writing and verbally;
- D03: write a substantive report using a variety of sources.

Teaching and learning

Activity	Hours	Comments
Guided independent study	76	
Lecture	20	
Practical classes and workshops	4	
Total	100	

Expected hours of student effort:

100

Teaching and learning text

Student effort made up of:

a) Contact time: Lectures and workshops: 24 hours.

b) Private study comprising guided reading and preparation associated with lectures and workshops; student self-directed reading in the subject area of the module; coursework preparation.

Assessment

This information relates to the default instance of the module:

Assessment Code	Assessment Title	Weight (%)	Assessment Type	Exam Semester	Exam Length	Coursework Length	SAP Availability	Chronological Order
S2CW1	Part A Individual Report	40	Coursework	N/A	N/A		Yes, can be reassessed in SAP	0
S2CW2	Part B Individual Report	60	Coursework	N/A	N/A		Yes, can be reassessed in SAP	0

Assessment text

Two individual reports based on an analysis of an organisation in its current environment (maximum 3,000 words together).

Module feedback

Feedback given to students in response to assessed work

Generic written feedback on the coursework will appear on the module Learn page after the results are published;
Individual written feedback on coursework.

Developmental feedback generated through teaching activities

Marking criteria discussed in class sessions;
Marking criteria on module Learn page.