

MODULE DESCRIPTOR

TITLE	Business Environment			
SI MODULE CODE	44-4086-00L			
CREDITS	20			
LEVEL	4			
JACS CODE	L100			
SUBJECT GROUP	International Business			
DEPARTMENT	SBS			
MODULE LEADER	Andrew Johnston and Maurice Starkey			
NOTIONAL STUDY HOURS BY TYPE	Tutor-led	Tutor-directed	Self-directed	Total Hours
	12	22	166	200

MODULE AIM(S)

The aims of this module are to introduce terminology, concepts and theory needed to analyse the structure and dynamics of the business environment; and in particular theory and practice relating to business economics. We aim to instil in students the importance of continuously scanning the business environment, develop students' ability to analyse contemporary economic issues, and consider the potential impact of environmental changes on individuals and organisations.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to:

1. Define and explain the basic terminology, concepts and theory associated with analysing the business environment; and in particular business economics.
2. Use concepts and theory to analyse different aspects of the business environment; and in particular business economics.
3. Demonstrate knowledge of organisations, institutions and markets within the business environment;
4. Access and utilise paper based and electronic sources of information regarding the business environment; and in particular business economics.
5. Using a variety of approaches to solve given, defined problems relating to the business environment and evaluate the effectiveness of the approaches taken.

INDICATIVE CONTENT

- The focus of the module will be on contemporary business issues and as such, the exact nature of material may change from year to year. It may for example cover:-
- Utilise the PESTEL framework for analysing the macro-business environment;
- Factors affecting supply, demand and price in the business environment;
- Competition and alternative market structures;
- The relationship between government and business, including regulatory, monetary, fiscal and environmental issues;
- Measuring economic growth;
- Social issues such as unemployment, and debt;
- Sources of inflation, measurement of inflation, and inflationary consequences.
- International trade and exchange rates.

LEARNING AND TEACHING METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways:

Lectures and Seminars

A mixture of lectures, seminars, guided reading and web-based material will be used to communicate information.

Lectures will be used to explain terminology, theory and concepts, making appropriate links to current events in the business environment. The lecture programme will include a final revision lecture.

Seminars will be used to support students in their learning and assessment, by allowing students to explore the issues considered within lectures in greater depth. The seminar programme will also include a final revision seminar. Each seminar will enable students to assess the extent to which their preparation has achieved the relevant learning outcomes and formative feedback will be provided by peers and by the seminar tutor. Additional informal assessment may be provided via on-line multiple choice questions.

Self-directed learning

Students are expected to direct their own learning as required for the assessment for the module. Guidance will be provided by tutors as to set textbooks.

ASSESSMENT STRATEGY AND METHODS

The assessment for this unit is 40% Coursework and 60% examination. In order to pass the module students will need an overall mark of 40%. Course tutors will provide written feedback on student's written coursework assignments, based on assignment marking criteria defined within the module guide. Examination grades for a multiple choice based examination is marked electronically.

Task No.	TASK DESCRIPTION	SI Code	% Weighting of overall module mark	Word Count / Duration	In-module retrieval available	Percentage Pass Mark or Pass/Fail
1	Coursework	CW	40%	2000	Y	Coursework
2	Exam	EX	60%	2 Hours	N	Exam

[Task Descriptions and SI Codes](#)

ASSESSMENT CRITERIA

Students passing this module will be able to:

- Define and explain the basic terminology, concepts and theory associated with analysing the business environment; and in particular business economics.
- Use concepts and theory to analyse different aspects of the business environment; and in particular business economics.
- Synthesise, summarise, interpret and critically evaluate information relating to business economics from a variety of information sources.
- Demonstrate knowledge of organisations, institutions and markets within the business environment;
- Access and utilise paper based and electronic sources of information regarding the business environment; and in particular business economics.
- Using a variety of approaches to solve given, defined problems relating to the business environment and evaluate the effectiveness of the approaches taken.

FEEDBACK

Students will receive feedback on their performance in the following ways: Written feedback on their written coursework assignments, based on assignment marking criteria defined within the module guide. Examination grades will be issued at the end of the course.

LEARNING RESOURCES (INCLUDING READING LISTS)

Gillespie, A. (2010), Business Economics, Oxford University Press, Oxford.

SECTION 2 'MODEL A' MODULE (INFORMATION FOR STAFF ONLY)**MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION****MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE**

NEW MODULE	N
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	Y
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	09/2011

MODULE DELIVERY PATTERN - Give details of the module delivery pattern. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	26/09/2011	20/04/2012
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Does the Module (using Model A Assessment Pattern) Require Either*	
Overall Percentage Mark of 40%	Y
Overall Pass / Fail Grade	N

**NB: Choose one of the above – Model A module cannot include both percentage mark and pass/fail graded tasks*

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 3
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N*

**if YES complete table below*

SINGLE REFERRAL PACKAGE DETAILS

Task No.	TASK DESCRIPTION	SI Code	Task Weighting %	Word Count / Duration
1	Resubmission of individual written assignment relating to microeconomics		25	1,500 words

[Task Descriptions and SI Codes](#)