MODULE DESCRIPTOR

TITLE	Contemporary Business Environment
SI MODULE CODE	44-4504-00S
CREDITS	10
LEVEL	4
JACS CODE	N800
SUBJECT GROUP	Hospitality
DEPARTMENT	Service Sector Management
MODULE LEADER	Dave Egan

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
18		82	100

MODULE AIM

- Provide the students with an introduction to the forces that influence the external environment within which businesses & organisations operate;

- Develop an appreciation of how the external environment influences the way in which businesses operate.

MODULE LEARNING OUTCOMES

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

1. Describe the political environment within which leisure and food organisations operate;

2. Explain and evaluate the market system within which leisure and food organisations operate;

3. Examine the macro economy within which leisure and food organisations are located;

4. Describe the basic legal environment within which organisations in the UK operate;

5. Explain the importance of sustainability and corporate responsibility to leisure and food organisations;

6. Demonstrate the use of electronic information sources to access appropriate economic information on the business environment.

INDICATIVE CONTENT

• Business organisations: the external environment;

• The political environment;

• The legal environment;

• The macroeconomic environment;

• The market system;

• Market Structure;

• International markets;

• Government and markets.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

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

Lectures will be used to introduce relevant theory & models, application of the models will take place via the assessment and workshops.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Report	CW	100	2500	N

FEEDBACK
Students will receive feedback on their performance in the following ways

Summative feedback individual in class face to face, formative feedback on a regular basis in class.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts	
Name	Kew, John.
Title	**Business environment: managing in a strategic context** / **John Kew and John Stredwick**
Published	London : Chartered Institute of Personnel and Development, 2008
Edition	2nd ed.
Name	Baron, David P.
Title	**Business and its environment** / **David P. Baron.**
Published	Upper Saddle River, N.J. : Prentice Hall ; London : Pearson Education [distributor], 2010.
Edition	6th ed
Name	Brooks, Ian, 1956-
Title	**The international business environment. : challenges and changes** / **Ian Brooks, Jamie Weatherston and Graham Wilkinson.**
Published	Harlow : Financial Times Prentice Hall, 2011.
Edition	2nd ed
Name	Morrison, Janet.
Title	**The global business environment : meeting the challenges** / **Janet Morrison.**
Published	Basingstoke : Palgrave Macmillan, 2011.
Edition	3rd ed.
Name	Worthington, Ian, 1946-
Title	**The business environment** / **Ian Worthington and Chris Britton.**
Published	Harlow : Financial Times Prentice Hall, 2009.
Edition	6th ed.

Supplementary and Alternative Texts	
Title	**The business environment : themes and issues** / **edited by Paul Wetherly and Dorron Otter.**
Published	Oxford : Oxford University Press, 2011.
Edition	2nd ed

Databases

UK Market Research
- *Mintel and Keynote are particularly useful for UK consumer markets, and provides access to hundreds of full text market research reports.*
- *Foodline Market Sight is useful for the food and drinks markets.*

International Market Research
- *Mintel Global Market Navigator is a database of international market statistics and basic economic data*
- *Global Market Information Database is an international market research database, containing demographic, economic and marketing statistics and reports.*
- *Datamonitor 360 contains reports on the international consumer goods, e-commerce/technology, financial services, healthcare and energy sectors, and includes "Access Asia" reports, which specialise on the Chinese and Asia-Pacific markets.*
- *Business Source Premier is useful for international market profiles*

- **FAME** and **PI Navigator** give access to the annual reports and accounts of most UK companies.
- **Amadeus** provides similar information for companies across Europe, and **PI Navigator** gives access to international company accounts.
- **Nexis UK** contains newspaper articles, as well as information about companies internationally.

SECTION 2   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	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	**09/2013**

MODULE DELIVERY PATTERN - *Give details of the start and end dates for each module. 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	September 2013	December 2013
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

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

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module <u>cannot</u> include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information 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 Information Grid in Section 1 of the Descriptor)	Task No. 1

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%. **NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.**	