

Module Outline

Part 1- as validated

1.	Title	Business Environment
2.	Level	4
3.	Credits	20
4.	Indicative Student Study Hours	200
5.	Core (must take and pass), Compulsory (must take) or Optional	Compulsory

5. Brief Description of Module

The aim of this module to equip students to place organizations in contexts; past, present and future, then enable the student to analyse the macro, micro and internal business environments with reference to economics.

A comprehensive understanding of the environments that an organization operates in will enable students to interpret situations and allow managers to make decisions that add value for stakeholders within legal and financial frameworks. The focus of the module is on the external and internal influences on organizations and the effect these have on business practices and internal aspects of organizational life. Contemporary business issues will be studied as they arise.

6. Learning Outcomes - On successful completion of this module a student will be able to:

	<i>Subject-specific learning outcomes:</i>
1.	Describe the purposes, structures, and legal and financial frameworks of a range of organizations.
2.	Employ a range of recognized business analysis tools to evaluate the internal and external environments that organizations operate in.
3.	Relate the current business environment to an historical context and appraise the role of UK organizations in the changing global market.
	<i>Generic learning outcomes:</i>
4.	Select and apply given information or tools appropriate to the context
5.	Show an awareness of ethical issues

7. Assessment**Pass on aggregate or Pass all components***(modules can only be pass all components if this is a PSRB requirement)*

Pass on aggregate

Summary of Assessment Plan

	Type	% Weighting	Anonymous Yes / No	Word Count/ Exam Length	Learning Outcomes Coverage	Comments
1.	Report	75%	No	2500	1,2,3,4,5	
2.	Group presentation	25%	No	5 min per person	1,2,3,4	

Further Details of Assessment Proposals

Give brief explanation of each assessment activity listed

75% 3000 word report

A report that identifies the chosen sector's overall purpose, market share and market positioning as well as key competitors and business structure/size, alongside financial information. A range of analysis tools will be used to identify the key issues that impact on the organization, evaluating the impact on the chosen business.

25% Group presentation (5 mins per person)

Each group will need to complete a SWOT, PESTLE and Five Forces analysis on a selected organization (Agreed with the tutor) and identify how the business has responded to the changing business environment over the last five years to enhance performance.

8. Summary of Pre and / or Co Requisite Requirements

N/A

9. For use on following programmes

CertHE/BA(Hons) Business and Management