

<b>Module Code:</b>	BUS459
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<b>Module Title:</b>	Business Environment
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<b>Level:</b>	4	<b>Credit Value:</b>	20
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<b>Cost Centre(s):</b>	GAMG	<b>JACS3 code:</b>	N100
		<b>HECoS code:</b>	100079

<b>Faculty:</b>	Social & Life Sciences	<b>Module Leader:</b>	Holly Dougan
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Scheduled learning and teaching hours	36 hrs
Guided independent study	164 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
BA (Hons) Business	✓	<input type="checkbox"/>
BA (Hons) Human Resource Management	✓	<input type="checkbox"/>
BA (Hons) Hospitality, Tourism & Event Management	✓	<input type="checkbox"/>
BA (Hons) Marketing	✓	<input type="checkbox"/>
BSc (Hons) Financial Technology Management	✓	<input type="checkbox"/>
FdA Business Part-Time	✓	<input type="checkbox"/>
Glyndwr University Certificate of Attendance – completion of modules BUS459 Business Environment and BUS460 Marketing Essentials. Standalone module aligned to BA (Hons) Business for QA and assessment purposes	<input type="checkbox"/>	✓

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 29/06/2018

With effect from: July 2019

Date and details of revision: 17.05.19 – addition of standalone module details and syllabus outlines only

Version no:1

Version no: 3

## Module Aims

To introduce the nature of and range of business formats and functions which contribute to effective enterprises  
To present the complexities and categories which contextualise the contemporary business environment and the variety of ways in which they may be used and applied.

## Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to

Key Skills

		Key Skills	
1	Explain and illustrate basic business process and procedures	KS1	KS6
		KS3	KS9
		KS4	
2	Describe various forms of business structures and comment on developments in relation to size and complexity	KS1	KS5
		KS3	KS9
3	Compile a detailed environmental framework for a selected business and comment on the relevance	KS1	KS5
		KS3	KS6
		KS4	KS9
4	Appreciate the variety of ways in which globalization and business growth impact on society and future expectations		
		KS1	KS5
		KS3	KS6
		KS4	KS7

## Transferable skills and other attributes

- ability to collaborate and plan
- contribute proactively
- display data effectively using a variety of methods
- study, writing, IT skills
- communication skills
- meet objectives

**Derogations**

None

**Assessment:**

Indicative Assessment Tasks:

**Assessment 1:**

Learning log which may consist of 3 tasks (500 words each) which link to the syllabus and scheme of work. Students will be expected to write a weekly piece of referenced work in the form of a referenced summary discussion on the chosen weekly topics. This assessment task encourages self-directed learning and study skills from the commencement of the programme.

**Assessment 2:**

A written essay based on the environmental influences of a chosen business

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2	Learning logs/journals	50%		1500
2	3, 4	Essay	50%		1500

**Learning and Teaching Strategies:**

Student participation is the central strategy to encourage active learning through a mix of theoretical introduction and the use of business examples which bring the learning to life and add relevance. Students will be expected to make notes and respond to questions and develop individual criticality. Tutorials will provide an additional learning opportunity when academic writing techniques will be applied through mini exercises and case studies as a means of illustration in preparation for assignment work. Teaching is supportive and developmental to encourage independence, planning and progression.

**Syllabus outline:**

Business Basics  
 Economics and Banking  
 Ethics in Business  
 Forms of Business Ownership and Structure  
 Business Management and Organization  
 Business Environments – PESTLE  
 Business Issues  
 European and Global business contexts  
 Business Growth and Power

**Indicative Bibliography:****Essential reading**

Solomon, M.R., Poatsy, M.A. and Martin, K. (2018) '*Better Business*', 5<sup>th</sup> Edn., Pearson Education, Harlow

Wetherly, P. and Otter, D. (2018) '*The Business Environment, Themes and Issues in a Globalizing World*', Oxford University Press, Oxford.

**Other indicative reading**

Adams, A. (2016) '*Law for Business Students*', 7<sup>th</sup> Edn., Pearson Education, Harlow

Boone, L.E., Kurtz, D.L., Berston, S. (2017) '*Contemporary Business*', 17<sup>th</sup> Edn., John Wiley, Chichester.

Slorach, S., Embley, J., Goodchild, P., and Shepherd, C. (2017) '*Legal Systems and Skills*', Oxford University Press, Oxford.

Worthington, I. and Britton, C. (2015) '*The Business Environment*', 7<sup>th</sup> Edn., Pearson Education, Harlow.

**Websites**

[www.managers.org.uk](http://www.managers.org.uk) – Chartered Management Institution