

MODULE DESCRIPTOR

MODULE TITLE	BUSINESS IN CONTEXT		
MODULE CODE	BU1026 (Level 4)	CREDIT VALUE	20 credits (10 ECTS)
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module aims to build awareness of the influence of the business environment on the practices of the business, both locally and globally, and to enable students to discuss and debate a variety of connected issues.

MODULE CONTENT

Indicative syllabus content:

- Overview of business activities and business types
- The business environment (economic/ political/socio-cultural/ technological)
- Globalisation, internationalisation and business strategy
- Industry, Competition, & the Market
- Business management & organisation
- Ethical issues in business
- Innovation and Entrepreneurship
- Operations, Marketing, HRM
- The labour market
- Financial issues in business & the Stock exchange
- Finding business information/ recognising business in the news

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Understand the influence of the business environment on the activities of the business
2. Demonstrate a more informed knowledge of business in context
3. Gain knowledge around major business issues and evolvments, both nationally and globally

TEACHING METHODS

This module is designed in a way that can build awareness of the influence of the business environment on the practices of the firm, both locally and globally.

The module will be delivered using a combination of lectures and seminars/workshops in a two-hour weekly teaching session. Student learning will be facilitated through multiple means, including lectures, class discussions, group work, case studies, student presentations, workshops, company-visits, guest speakers, and debates. A number of technologies and media resources will be used during lectures to stimulate interest and make sure that students develop knowledge of the material being taught. These will include PowerPoint presentations, videos, Internet-based work, and printed material.

Students will have an active role and involvement throughout the module. They are expected to be actively engaged in the identification of business-related articles and other material from newspapers, magazines, websites, and other relevant publications and e-sources in order to involve themselves in discussion and debate during classes.

ASSESSMENT METHODS

This module is assessed through a business report (60%) and a presentation/group report (40%).