Module Code: BE
NQF level: 4
Credit Value: 15
Study duration: 9 weeks

Business Environment

This module aims to:
- Identify the key elements of the internal environment of organisations and the interaction with the external environment
- Identify how a market economy functions and the role of government within it
- Examine the economic environment within which businesses operate in the United Kingdom
- Explain why countries benefit from trade with each other
- Make students aware of the growing impact of the European Union on British business

Learning outcomes
On completion of this module, students will be able to:
- Evaluate the broad approaches to organisation and management
- Understand the economic environment of business
- Examine the nature of economic activity in the business market
- Identify and understand the main reasons why countries benefit from engaging in international trade with each other
- Recognise the importance of the European single market for British business

Syllabus
- The Economic Context
- The nature of organisations
  - The internal environment
  - The role of management and planning
  - Overview of the varieties and evolution of management theory
- The nature of the economic problem and identification of the different types of economic systems.
- Mixed and market economic systems and the move towards more market orientation of business.
- Deregulation and the implications for British Business of changes in business organisations.
- Changes in UK economic structure. The causes and consequences of structural change.
- Macro-economic objectives of Government economic policy. Analysis of key macro economic problems, theories, policies and solutions.
- The International Context
  - Why do countries trade with each other? (theory of international trade)
  - The development of international economic integration theories with particular reference to customs unions, common markets and full economic union.
  - European integration issues for the U.K.
  - The nature of globalisation and the factors driving it

Learning and teaching methods
The Learning and Teaching Methods for the module follow the intended online delivery strategy for the programme as a whole. The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and Tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.

<table>
<thead>
<tr>
<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission Date</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Discussion contribution</td>
<td>2 weeks</td>
<td>End of Unit 2 and Unit 6</td>
<td>20%</td>
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<tr>
<td>Mid-module assignment</td>
<td>1500-2000 words</td>
<td>End of Unit 4</td>
<td>30%</td>
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<tr>
<td>End of module project</td>
<td>1500-2000 words</td>
<td>End of Unit 9</td>
<td>30%</td>
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<tr>
<td>Journal entries</td>
<td>300-500 words</td>
<td>Bi-weekly submission</td>
<td>20%</td>
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