

Module Proforma

Module full title	Global Business Environment
SITS Module Code	4BUSS008X
Credit level	Level 4
Length	Semester
UK credit value	20
ECTS credit value	10
College	Westminster Business School
School	Organisations, Economy and Society
Host programme of study	
Progression and assessment board	Organisations, Economy and Society UG PAB
Pre-requisites	
Co-requisites	
Study abroad	Yes
Special features	
Access restrictions	Not available to University of Westminster students (for Study Abroad and Summer School only)
Are the module learning outcomes delivered, assessed or supported through an arrangement with organisation(s) other than the University of Westminster:	No
Summary of module content	The module offers students the opportunity to learn how the global economies work and the general context in which the business organisations operate. The students will analyse the purpose, structures and ethical and environmental constraints faced by organisations across different industries. At the same time students will study the cultural differences within and between business organisations and as part of learning process will develop research, teamwork and communication skills.

Assessment Methods

Rank	Assessment type	Assessment name	Weighting	Minimum mark required	Qualifying set (where the minimum mark required applies across multiple assessments)
	Portfolio	Online Tests Portfolio	50		
	Coursework	Report (2000 words)	50		

Synoptic assessment

n/a

Learning outcomes

By the end of the module the successful student will be able to:

LO1 Identify the principles and concepts that characterise global economies and explain how they influence the organisations, both positively and negatively

LO2 Collect information from a wide-range of authoritative sources and use them to inform a choice of solutions to standard problems (such as the interrelationships between internal and external pressures) in a global business environment.

LO3 Work in a team to achieve pre-defined goals and recognise the factors that affect the team performance.

LO4 Identify a well-defined business focus, investigate a problem using a range of sources, and communicate the results in appropriate format.

LO5 Demonstrate awareness of ethics and sustainability issues facing global organisations and discuss these in relation to your personal beliefs and values.

Indicative syllabus content

- Organisations in the marketplace
- Competition and profitability
- International trade
- Business cycles and economic uncertainty
- Sustainability

Teaching and learning methods

This is designed as a problem-based learning (PBL) module combined with a strong blended learning (online) element. Problem-based learning (PBL) is a student-centred pedagogy in which students learn about a subject through the experience of problem solving. The goals of PBL are to help the students develop flexible knowledge, effective problem-solving skills, self-directed learning, effective collaboration skills and intrinsic motivation. Working in groups, students identify what they already know, what they need to know, and how and where to access new information that may lead to resolution of the problem. In the seminars, the role of the tutor is to facilitate the learning by supporting, guiding, and monitoring the students' teamwork.

As the module follows the PBL approach it will be structured in 'problem' sections, each one involving the study of an organisation, both in terms of its internal structure and governance, and in relation to its external operating environment.

Activity type	Category	Student learning and teaching hours *
Lecture	Scheduled	12
Seminar	Scheduled	24
Tutorial	Scheduled	
Project supervisor	Scheduled	
Demonstration	Scheduled	
Practical classes and workshops	Scheduled	12
Supervised time in studio/workshop	Scheduled	
Fieldwork	Scheduled	
External visits	Scheduled	
Work based learning	Scheduled	
Scheduled online learning	Scheduled	
Other learning	Scheduled	
Total scheduled		48
Placement	Placement	
Independent study	Independent	152
Total student learning and teaching hours		200

* hours per activity type are indicative and subject to change

Assessment rationale: Why has this assessment been used for this module?

The learning outcomes will be assessed through a portfolio of online tests and a written report.

The Online Tests (Portfolio of tests) will give the students' the opportunity to apply their understanding of key concepts and theories to analyse the business environment and how it influences the organisations' decisions (LO.1) and demonstrate an awareness of the ethics and sustainability issues facing global organisations (LO.5)

The Report (2000 words) will test to what extent the students are able to collect evidence (LO.2) to develop a structured argument linked to evidence to answer the problem questions (LO.4) It will use the group work as one of the sources and it will include a reflection on the teamwork (LO.3).

The module will also have a formative group presentation. The rationale for the group presentation is (1) to give students an opportunity to work in teams, seeking and editing information together and communicating effectively their findings, (2) obtain timely feedback and suggestions for the report.

Assessment criteria: What criteria will be used to assess my work on this module?

The Online Tests assesses the understanding of the main economic concepts and theories and the ability to apply to apply them to the business problems. It will include multiple choice questions and short answer open-end questions.

The Report requires students to show their research, apply the relevant theories to analyse the evidence provided and write the answer to the Problem questions in a structured and appropriately referenced business report.

[The University's General Grade Descriptors are available online.](#)