

Module: Current Issues in Business *by Christine Hall*

Code: IFP0003

15 credits at level FE3

Description and Purpose of Module

This module is designed to introduce students on the International Foundation Programme Business and Management to key issues in the external business environment.

Learners will firstly gain an understanding of the purposes of businesses and how they organise themselves through planning. Learners will then explore the dynamic nature of organisations by gaining knowledge of the key external environmental which influence business operations.

Indicative Syllabus Content

Business ownership and planning - to include: business types and sectors; business planning.

Economic and political environment - e.g. economic cycles, unemployment, inflation, exchange rate, interest rates, government policy.

Social environment - e.g. demographic factors; tastes and trends; CSR

Competitive and technological environment - e.g. competitive forces, technology and communication

Learning, Teaching and Assessment

This module will be delivered via lectures, seminars and assignment preparation workshops.

The module will be assessed by an essay in which students are required to describe the external environment of a given organisation.

The module will be taught for 3 hours/week for 12 weeks for the year long IFP and for 6 hours/week for 6 weeks for the one semester IFP.

Lecturers = 12 hours

Seminars = 18 hours

Tutorials = 12

Background reading and study = 54 hours

Assignment completion = 60

Total Learning hours = 150

Learning Outcomes and Assessment Criteria

	Learning Outcomes when you have successfully completed this module you will:	Assessment Criteria to demonstrate that you have achieved the learning outcome you will:
1.	be able to demonstrate an understanding of a range of different businesses and how they are organised to achieve their goals	have produced an essay in which you discuss the characteristics of a given business and its planning objectives.
2.	be able to demonstrate an understanding of how key economic and political environmental factors impact on businesses	have produced an essay in which you discuss how the economic and political environment impacts on the given business
3.	be able to demonstrate an understanding of how key social trends impact on businesses	have produced an essay in which you discuss how social trends impact on the given business
4.	be able to demonstrate an understanding of how key competitive and technological environmental factors impact on businesses	have produced an essay in which you discuss how the competitive and technological environment impact on the given business

Assessment

Your achievement of the learning outcomes for this module will be tested as follows:

Type	CW
Description	Essay - 2000 words
%age	100
Final Assessment	Y
Learning Outcomes	1,2,3,4

Prerequisite Module(s)

There are no prerequisites for this module.

Barred Combinations

No restrictions apply.

Indicative Reading

Hall, D., Jones, R. And Raffo, C. (2008) Business Studies, (4th Ed), Harlow: Pearson

Jewell, B. (2000) An Integrated Approach to Business Studies, (4th Ed), London: Longman

Marcouse, I. (2003) Business Studies, London: Hodder & Stoughton

Marcouse, I., Martin, B. and Lines (2006) Complete A-Z Business Studies Handbook, (5th Ed) London: Hodder Arnold

Marcouse, I., Surridge, M., Gillespie, A. and Watson, N. (2011) Business Studies for Alevel (4rd Ed), London: Hodder Education

Needham, D. and Dransfield, R. (2001) Advanced Business, Oxford: Heinemann Educational

Palmer, A. and Hartley, B. (2009) The Business Environment, (6th Ed.) London: McGraw-Hill

Worthington, I. and Britton, C. (2009) The Business Environment, (6th Ed), Harlow: Financial Times/Prentice Hall

Module Type:	OTHR
Module Length:	1
Host Subject Group:	Management
Version Number::	0.1

Activity Log

User Name	Date Accessed	Action
lac2	27/03/2011 18:31:05	added
lac2	31/03/2011 17:52:55	Ammended
ch14	31/03/2011 22:58:12	Ammended
ch14	31/03/2011 23:43:08	Ammended
ch14	31/03/2011 23:59:58	Ammended
ch14	01/04/2011 00:02:28	Ammended
ch14	01/04/2011 00:36:25	Ammended
lac2	04/04/2011 11:13:46	Ammended
lac2	04/04/2011 13:09:07	Ammended
lac2	04/04/2011 14:03:45	Ammended
Admin	21/06/2011 11:53:16	Validated
Admin	04/08/2011 11:00:49	Ammended
Admin	04/08/2011 11:00:56	Revalidated

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