

LBUSI4291A Business Environment and Economics Course Descriptor

Discipline	Business and Project Management
UK Credit	30
FHEQ level	4
Prerequisites	N/A
Corequisites	N/A

Course Overview

The course aims to equip learners with knowledge and understanding of the fundamental concepts and theories in economics, and enable them to apply these to inform decision making within organisations. The course also aims to enable learners to develop an understanding of the different market trends relevant to their organisations and analyse the business environment using established models and tools to enable effective decision making.

Learning Outcomes

On successful completion of the course, learners will be able to:

Knowledge and Understanding

- K1a Explain and analyse fundamental economic concepts and theories and how these impact organisations.
- K2a Explain and evaluate the main stakeholder, competitor, and market trends models, and how they impact organisations.

Subject Specific Skills

- S1a Apply fundamental economic concepts and theories to analyse their impact on different organisations.
- S2a Analyse market trends and stakeholders using different models to enable optimal decision making.

Transferable and Professional Skills

- T1a Use relevant Information Technology Systems to perform business and economic analysis
- T2a Apply problem-solving skills to predefined scenarios.
- T3a Display a developing technical proficiency in written English and an ability to communicate clearly and accurately in structured and coherent pieces of writing.

Teaching And Learning

This is an e-learning course with a two-week bootcamp, taught throughout the year.

Teaching and learning strategies for this course will include:

- Lectures
- Seminars for small group discussion
- Informal discussion groups
- Online learning
- Online assessment

Course information and supplementary materials will be available on the University's Virtual Learning Environment (VLE).

Learners are required to attend and participate in all the formal and timetabled sessions for this course. Learners are also expected to manage their self-directed learning and independent study in support of the course.

The course learning and teaching hours will be structured as follows:

- Off-the-job learning and teaching (16 days x 7 hours) = 112 hours
- On-the-job learning (22 days x 7 hours) = 154 hours
- Private study = 34 hours

Total = 300 hours

Workplace assignments (see below) will be completed as part of on-the-job learning.

Assessment

Formative

Learners will be formatively assessed during the course through regular quizzes to gradually build and ensure learning outcomes are met. These will not count towards the final degree but will provide Learners with developmental feedback.

Summative

AE	Assessment Type	Weighting	Duration	Length
1	Presentation	30%	10 minutes	N/A
2	Written Assignment (Report)	70%	N/A	1500 words

Feedback

Learners will receive formal feedback in a variety of ways: written (via email correspondence); oral and indirectly through discussion during group tutorials. Learners will also attend a formal meeting with their Academic Mentor and Employer. These tri-partite reviews will monitor and evaluate the Learner's progress.

Feedback is provided on summatively assessed assignments and through generic internal examiners' reports, both of which are posted on the VLE.

Indicative Reading

Note: Comprehensive and current reading lists for courses are produced annually in the Course Guide or other documentation provided to Learners; the indicative reading list provided below is used as part of the approval/modification process only.

Books

Hulleman, W. and Marijs, A., (2021) ***Economics and Business Environment***, 5th edition. Abingdon: Routledge

Worthington, I., Britton, C. and Thompson, E., (2018) ***The Business Environment***, 8th edition. Harlow: Pearson.

Electronic Resources

The Financial Times

The Economist

Indicative Topics

Learners will study the following topics:

- Classical Economics
- Scarcity, work, and choice
- The firm: owners, managers, and employees
- Supply & demand and inflation
- Banks, money, and the credit market

- Strategy
- PESTEL Analysis
- SWOT Analysis
- Porter’s Diamond
- The Marketing environment and Marketing research
- The UN Sustainable Development Goals

Version History

Title: LBUSI4291A Business Environment and Economics					
Approved by: Academic Board					
Location: Academic Handbook/Programme Specifications and Handbooks/Undergraduate Apprenticeship Programmes/ BSc (Hons) Applied Accounting and Finance/ Course Descriptors					
Version number	Date approved	Date published	Owner	Proposed next review date	Modification (As per AQF4) & category number
24.1.0	October 2024	January 2025	Dr Sanjay Bhowmick	October 2029	