

UNIVERSITY OF
VISION
STRATEGY
OPPORTUNITY
WESTMINSTER 

WESTMINSTER BUSINESS SCHOOL

Module Title: Global Business Environment

Module Code: 4BUSS008W

**Host School of the Module: School of Organisations, Economy
and Society**

Semester 1, 2021/2022

Module Handbook

MODULE TEACHING TEAM CONTACT DETAILS

Module leader:	Room	Email
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Teaching team	See details on module Blackboard site	

DATES FOR YOUR DIARY

Key assignment submission and feedback return dates. All submissions are online through Blackboard at 1pm London time on the appropriate date.

Assessment and weighting	Deadline for submission	Provisional Mark & Feedback available:	Feedback available from:
Presentation (20% of Portfolio)	25/10/2021	25/10/2021 in seminar class	15/11/2021 on Blackboard
Journal entry 1 (20% of Portfolio)	22/11/2021	13/12/2021	Blackboard
Journal entry 2 (20% of Portfolio)	13/12/2021	10/01/2022	Blackboard
Individual Report (50%)	6/01/2022	27/01/2022	Blackboard

In addition, you must complete eight weekly online lessons (worth 40% of Portfolio). The availability and deadlines for these are indicated in Blackboard and are automatically marked when completed.

The Core Text for this module is

Needle, D. and Burns, J. (2019), *Business in context: an introduction to business and its environment*, 7th edition, Cengage Learning.

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- Please note that this module handbook serves as guidance for students taking this module.
- Some minor changes related to literature and video sources, seminar activities etc. may change during the course of the module and will be communicated by the module leader
- Key information such as the module learning outcomes, the methods of assessment and assessment deadlines will not change.

Ensure that you check the module Blackboard site and your University email regularly for announcements and updates.

1. INTRODUCTION & WELCOME TO THE MODULE

The module offers the 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. As part of learning process, they will develop research, team work and communication skills.

Employability Link to the Module

Graduate Attribute	How this module curriculum & assessment enhances your employability
Critical and creative thinker	The report tests your ability to critically evaluate information; develop a structured argument linked to evidence to answer the problem questions.
Literate and effective communicator	Working in teams; seeking, editing and formatting information to communicate effectively.
Entrepreneurial	Problem-solving, seeking solutions to real problems; using case studies and examples;
Global in outlook and engaged in communities	International cases and examples for the assignments.
Socially, ethically and environmentally aware	Topics discuss ethical issues and your work will propose ideas to meet these social goals.

Careers and Employability Service:

<https://www.westminster.ac.uk/current-students/support-and-services/careers-and-employability-service>

Westminster Employability Award:

<https://www.westminster.ac.uk/current-students/employability-and-career-development/improving-your-employability/westminster-employability-award>
https://www.youtube.com/watch?time_continue=189&v=eaErNpoL7-I

Volunteering Opportunities:

volunteering@westminster.ac.uk | 020 3506 6112
<http://westminster.ac.uk/volunteering>

Placement (UG):

Between levels 5 and 6 all UG students can take a paid placement year. CV and interview preparation appointments are available from the CES (Career & Employability Service).
westminster.ac.uk/careers or
<https://www.westminster.ac.uk/study/current-students/employability>

Engage Login: <https://engage.westminster.ac.uk/>

Mentoring: Zurria Qureshi: z.qureshi3@westminster.ac.uk

2. MODULE AIMS, LEARNING OUTCOMES AND INDICATIVE CONTENT

Module Aims

The module offers students the opportunity to learn about business organisations, their purposes, structures and governance in a global context. At the same time students will study the cultural differences within and between business organisations and the ethical constraints facing these organisations. As part of the process of learning about business organisations, students will learn effective group and leadership skills and develop the skills necessary to make a presentation and structure a coherent report with conclusions linked to evidence. It is designed as a problem-based learning (PBL) module combined with a strong blended learning (online) element. The goals of PBL are to help the students develop flexible knowledge, effective problems solving skills, self-directed learning, effective collaboration skills and intrinsic motivation. 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 industry, both in terms of its internal structure and governance, and in relation to its external operating environment.

Learning Outcomes

On successful completion of this module you should 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

3. ASSESSMENT

The University has arrangements for marking, internal moderation and external scrutiny. Further information can be found in [Section 12](https://www.westminster.ac.uk/study/current-students/resources/academic-regulations) of the Handbook of Academic Regulations, [westminster.ac.uk/study/current-students/resources/academic-regulations](https://www.westminster.ac.uk/study/current-students/resources/academic-regulations)

The module is assessed by the following:

- **Portfolio** (Eight online lesson completion, one presentation and two journal entries)
- Individual report

The pass mark for the module is 40%. To pass overall, the overall total calculated from adding weighted marks in each assessment component must be 40% (If your mark for the module is between 0-39 you will be required to complete one or more referral assessments and your mark for these will be capped at 40%).

Anonymous marking

As this module is assessed by a portfolio which includes a presentation in class and an individual report which uses the supervised group work in class as a key source, it is exempt from anonymous marking.

Assessment rationale, methods and weightings

The Portfolio 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, demonstrate an awareness of the ethics and sustainability issues facing global organisations and reflect on their learning journey.

The Report will test to what extent the students are able to collect evidence to develop a structured argument linked to evidence to answer the problem questions. It will use the group work as one of the sources.

Assignments

1: Portfolio – this accounts for 50% of the module marks

- The eight weekly online lessons must be completed as indicated in Blackboard and are automatically marked when completed. Each completed online lesson adds 5% to the portfolio mark.
- Deadlines for tutor marked work:
 - Presentation 25/10/2021 (in a group, 3-5 minutes each student),
 - Journal entries 22/11/2021 and 13/12/2021 (250-500 words each).

2: Individual report – this accounts for 50% of the module marks

- Word limit: 2,000 words (excluding references)
- Deadline: 06/01/2022

Eligibility of students for an 'alternative assessment'

No alternative assignment state clearly that no alternative assignment is offered for this module.

Assessment criteria

The report follows these assessment criteria:

Criterion	Weighting
Presentation (layout, writing style, spelling, pagination)	10%
Research (books, videos, articles, statistics, clear referencing)	40%
Analysis (problem identification, structure, critique, conclusion)	50%

Assessment General Threshold Criteria

Generic Grade Descriptors at Level 4

80-100 An outstanding piece of work: All assessment criteria have been met at an exceptionally high standard

- Critically analyses application of relevant knowledge/techniques.
- Shows exceptional knowledge, insight and understanding of key concepts and principles.
- Uses terminology and disciplinary knowledge confidently to communicate excellent level of understanding.
- Demonstrates critical awareness of wider context/reading and implications for subject/practice
- Undertakes independent research drawing upon a range of authoritative sources.
- Communicates effectively using appropriate format and presentation.

70-79 An excellent piece of work: All assessment criteria have been met at a high standard.

- Applies relevant knowledge/techniques with clarity and confidence.
- Shows extensive knowledge, insight and analysis of key concepts and principles.
- Uses terminology and disciplinary knowledge effectively to communicate understanding.
- Undertakes independent research drawing upon a range of authoritative sources.
- Communicates effectively using appropriate format and presentation.

60-69 A good piece of work: All assessment criteria have been met at a good standard.

- Applies appropriate range of relevant knowledge/techniques.
- Demonstrates understanding and application of key concepts and principles.
- Uses a good range of terminology or disciplinary knowledge.
- Undertakes independent research drawing upon a range of authoritative sources.
- Communicates work effectively using appropriate format and presentation.

50-59 A sound piece of work: All assessment criteria have clearly been met.

- Applies limited range of relevant knowledge/techniques.
- Demonstrates understanding of key concepts and principles.
- Uses reasonable range of terminology or disciplinary knowledge.
- Undertakes research primarily from given sources from within the module.
- Communicates work using appropriate format and with some weaknesses of presentation.

40-49 An adequate piece of work: All assessment criteria have just been met.

- Applies relevant knowledge/techniques.
- Demonstrates descriptive understanding of key concepts and principles.
- Uses a limited amount of terminology or disciplinary knowledge.
- Uses relevant information sources from within the module to inform work.
- Communicates adequately using appropriate format with some weaknesses of presentation.

30-39 FAIL2: An inadequate piece of work: One or more relevant assessment criteria are not met

- Applies relevant knowledge/techniques and/or information with some weaknesses/omissions.
- Demonstrates limited understanding of key concepts and principles.
- Uses a limited range of relevant information from within the module.
- Communicates ineffectively with a poor standard of presentation.

0-29 FAIL: A poor piece of work: Most of the relevant assessment criteria area not been met.

- Omits and/or misunderstands relevant knowledge/techniques.
- Demonstrates a significant lack of understanding of key concepts and principles.
- Uses inadequate information and research from within the module.
- Communicates with insufficient clarity of presentation to convey understanding.

Referencing requirements for assignments

Statements, assertions and ideas made in coursework should be supported by citing relevant sources. Sources cited in the text should be listed at the end of the assignment in a reference list. Any material that you read but do not cite in the report should go into a separate bibliography. Unless explicitly stated otherwise by the module teaching team, all referencing should be in **Westminster Harvard** format. If you are not sure about this, the library provides guidance (available via the library website pages).

Difficulties in submitting assignments on time

If you have difficulties for reasons beyond your control (e.g. serious illness, family problems etc.) that prevent you from submitting the assignment, make sure you apply to the Mitigating Circumstances board with evidence to support your claim as soon as possible. The WBS Registry or your personal tutor can advise on this.

Submitting your coursework - checks

Unless indicated otherwise, coursework is submitted via Blackboard. On the Blackboard home page for the module, you will find a button on the menu called 'Submit Coursework'. Clicking this will take you to the submission link.

At busy times the coursework submission process may run slowly. To ensure that your submission is not recorded as a late submission, avoid submitting very close to the deadline.

To submit your assignment:

1. Log on to Blackboard at <http://learning.westminster.ac.uk>;
2. Go to the Blackboard site for this module;
3. Follow the instructions.

REMEMBER

It is a requirement that you submit your work in this way. All coursework must be submitted by 13:00 (UK Time on the due date).

If you submit your coursework late but within 24 hours or one ‘working’ day of the specified deadline, 10% of the overall marks available for that assessment will be deducted as a penalty for late submission, except for work which is marked in the range 40 – 49%, in which case the mark will be capped at the pass mark (40%).

If you submit your coursework more than 24 hours or more than one ‘working’ day after the specified deadline you will be given a mark of zero for the work in question. The University’s mitigating circumstances procedures relating to the non-submission or late submission of coursework apply to all coursework.

If you are unclear about this, speak to your class leader or module leader.

4. FEEDBACK ARRANGEMENTS

Written feedback for all the assessments will be available on-line via Blackboard. Please check the dates on the page 2

5. USING YOUR STUDY TIME EFFECTIVELY

You have primary responsibility for your own learning. You will have a schedule of formal study where you will be working with academic staff and this is outlined later in this handbook.

Alongside your scheduled studies, your private or ‘independent’ study is very important. This is the time that you spend learning without direct supervision from, or contact with, a member of teaching staff and this makes up a large part of your studies. It is likely to include background reading, preparation for seminars or tutorials, follow-up work, wider practice, the completion of assignments, revision and so on. Some independent study may be structured for you as a key part of your learning, but it also is the additional study you choose to undertake to further improve your learning.

To summarise, in general your study activity will break down into:

- **Scheduled contact/activity time** (lectures, classes, workshops,)
- **Structured independent study** (reading, studying the online lessons and preparing for scheduled learning activity)
- **Module and course-based wider study** (such as reading the business media, employability activities, personal tutoring activity)
- **Assessment** (working on coursework and/or preparing for and taking tests/exams)

You should be putting in 10 hours of study time for every credit so you should plan to commit more hours than the class time in this module in order to gain the most of your studies.

Learning and Teaching Activity Type	Category	Hours*
Lecture	Scheduled	12
Class	Scheduled	24
Workshop	Scheduled	12
Total Scheduled Contact/Activity Hours		48
Structured independent study	Independent	42
Module and course-based general study	Independent	42
Working on and taking assessments	Independent	68
Total Independent Study Hours		152
Total Learning and Teaching Hours		200

* These hours are indicative only and may be subject to change. They also indicate what would be typical. Your particular study needs may vary.

If you are unclear on any aspect of making the best use of your study time on this module, speak to your class leader or the module leader.

Academic integrity

What you submit for assessment must be your own current work. It will automatically be scanned through a text matching system to check for possible plagiarism.

Do not reuse material from other assessments that you may have completed on other modules. Collusion with other students (except when working in groups), recycling previous assignments (unless this is explicitly allowed by the module leader) and/or plagiarism (copying) of other sources all are offences and are dealt with accordingly. If you are not sure about this, then speak to your class leader.

University of Westminster Quality & Standards statement

Plagiarism is a particular form of cheating. Plagiarism must be avoided at all costs and students who break the rules, however innocently, will be penalised. It is your responsibility to ensure that you understand correct referencing practices. As a University level student, you are expected to use appropriate references and keep carefully detailed notes of all your sources of material, including any material downloaded from the www.

Plagiarism is defined as submission for assessment of material (written, visual or oral) originally produced by another person or persons, without acknowledgement, in such a way that the work could be assumed to be your own. Plagiarism may involve the unattributed use of another person's work, ideas, opinions, theory, facts, statistics, graphs, models, paintings, performance, computer code, drawings, quotations of another person's actual spoken or written words, or paraphrases of another person's spoken or written

words.

Plagiarism covers both direct copying and copying or paraphrasing with only minor adjustments:

- a direct quotation from a text must be indicated by the use of quotation marks (or an indented paragraph in italics for a substantive section) and the source of the quote (title, author, page number and date of publication) provided;
- a paraphrased summary must be indicated by attribution of the author, date and source of the material including page numbers for the section(s) which have been summarised.

6. READING AND KEY LEARNING RESOURCES

Cottrell, S. (2013), *The Study Skills Handbook*, Basingstoke: Palgrave Macmillan.

Mankiw, G. and Taylor, M. (2017), *Economics, 4th edition*, Cengage Learning.

Needle, D. (2015), *Business in Context: an introduction to business and its environment*, CENGAGE Lrng Business Press (ebook available from Marylebone library).

All the other key materials will be available on the Blackboard page.

7. MODULE CALENDAR

Week	Lecture	Seminar	Workshop	Preparation for next week
1	Intro to the module Overview of Problem 1	Introductions. How the module works, assessment details	Overview of the module BB site	Online lesson no. 1
2	Free trade versus fair trade	Divine Chocolate Business Model	Review of Online lesson 1	Online lesson no. 2
3	How the market works, D & S, Equilibrium	Fair trade versus free trade	Review of Online lesson 2	Online lesson no. 3
4	Presentation skills	Analysis of the Divine Chocolate difficulties	Review of Online lesson 3	Online presentation hints
5	Drop-in session	Group presentations	Presentations hints	NA
6	Overview of Problem 2	Reports writing discussion and practice	Reports writing workshop	Online lesson no. 4
7	Structure of the industry	History of R&D in pharma	Review of Online lesson 4	Online lesson no. 5
8	Development of the COVID vaccines	Analysis of the structure	Review of Online lesson 5	Online lesson no. 6
9	Global Economic Crisis – financial crisis of 2008 versus pandemic crisis	R&D, production and distribution	Review of Online Lesson 6	Online lesson no. 7
10	Effects on the 'globalised economy' of the shocks of the Financial Crisis and Covid-19	Impact of the financial crisis 2008	Review of Online lesson 7	Online lesson no. 8
11	Analysis of the report assessment criteria	How the global economy reacted to the shocks of the Financial Crisis and Covid-19?	Review of Online lesson 8	
12	Drop-in session	Report writing support	Drop-in sessions	

Note:

Additional preparation materials may be posted on Blackboard. To benefit fully from your face-to-face taught sessions, these should be accessed and completed beforehand. Any changes to the schedule will be announced on Blackboard.

Lecture capture

We support our students by providing complementary recordings* to support education and learning. We aim to offer recorded versions of the following:

- Course and module induction sessions
- Key lectures
- Assessment briefings

Other types of learning may be also provided, depending on the module and mode of study. Workshops and seminars will not be routinely recorded.

**Recordings may be provided in a range of forms, including Panopto recording, audio, video and other learning resources.*

Recordings can be found on our virtual learning environment (Blackboard).

8. WBS PROFESSIONAL PRINCIPLES

PROFESSIONAL EDUCATION IS A PARTNERSHIP

AT WESTMINSTER BUSINESS SCHOOL WE ARE:

RESPONSIBLE

ACCOUNTABLE FOR OURSELVES AND OUR ACTIONS

- Taking control of my learning and/or teaching
- Keeping my promises and dealing with any problems as they arise
- Remembering that my actions affect others

ENGAGED

ACTIVELY LEARNING, TEACHING AND WORKING

- Being curious: asking questions, contributing perspectives, listening to others' ideas
- Taking advantage of the extra activities available in WBS and the University
- Asking for help when required

RESPECTFUL

CONSIDERATE OF OTHERS AND THEIR IDEAS

- Valuing the amazing diversity of WBS, the staff and the students
- Treating everyone with courtesy and respect
- Allowing others to learn, study and work without disruption

INFORMED

AWARE OF POLICES, PROCEDURES AND DEVELOPMENTS

- Knowing who and where to go to for help and advice
- Checking handbooks and online advice for key information
- Keeping up-to-date with faculty and University developments

CLEAR

THOUGHTFUL AND CONSTRUCTIVE COMMUNICATORS

- Checking all communications regularly (at least every 48 hours) and responding quickly
- Communicating in a professional manner
- Using university email

PREPARED

READY TO LEARN, TEACH AND SUPPORT ONE ANOTHER

- Completing preparatory work in good time
- Being ready and equipped to teach or learn in every class
- Working with and actively supporting my peers

PUNCTUAL

MEETING DEADLINES AND BEING ON TIME

- Arriving on time and prepared for classes, meetings and other commitments
- Being organised: in the right place, at the right time, with the right materials
- Informing others promptly if I cannot keep a commitment

DEVELOPING

COMMITTED TO PERSONAL AND PROFESSIONAL GROWTH

- Setting and working towards my personal goals
- Taking responsibility for my professional development
- Finding and taking advantage of opportunities to enhance my employability

