

Liverpool John Moores University

Title: THE BUSINESS ENVIRONMENT

Status: Definitive

Code: **4515NCCG** (129521)

Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management

Teaching School/Faculty: Nelson Campus, Nelson and Colne College

Team	Leader
Alistair Beere	

Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 48

Total Learning Hours: 200 **Private Study:** 152

Delivery Options

Course typically offered: S1, S2 and NS2 (S2 for Jan)

Component	Contact Hours
Lecture	48

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Test	Test	Online Test (60 mins)	50	
Report	Assignment	Assignment	50	

Aims

This module will support students to examine the different types of organisations and how they operate. It will provide students with the knowledge and functions of businesses whilst exploring the relationships with their stakeholders and external environments to shape decision making.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the different types, size and scope of organisations.
- 2 Demonstrate the interrelationship of the various functions within an organisation and how they link to organisational structure.
- 3 Use examples to demonstrate both the positive and negative influence/impact the macro environment has on business operations.
- 4 Reflect upon case studies In individual's experience of corporate culture.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Online Test	1	2
Assignment	3	4

Outline Syllabus

Types of organisations

Size and scope of organisations; differences between organisational size, global markets, franchising, joint ventures and licensing, market forces and economic operations, stakeholder interests and expectations

Functions within an organisation and the roles they play, including interrelationships

Functions and organisation mission and objectives

A range of organisational structures, including global complexities

Analytical frameworks to identify strengths and weaknesses

Learning Activities

These will not normally be traditional didactic lectures in which the student plays little active part, but will be delivered in small groups of up to 20 students in which their interaction with their tutor is a key ingredient of their learning experience.

Students will receive approximately 30 hours of taught material, supported by in-class exercises and discussions designed to help student assimilate learning and to provide early informal feedback on their progress.

Independent Study

Students are expected to undertake personal reading and research into topic areas that have been stimulated from the lectures and seminars. This reading will enhance their academic work and enable valid contribution to lectures and seminars.

VLE support

This will provide links to academic web-sites and on-line journals, facilitate group discussion outside of the classroom, access to outline lecture notes, and provide students with assessment details.

Notes

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