



Module Descriptor Definitive Document

Module Code	BSNC01
Version	1.6
Module Title	Business Environment
Credits	20
Academic Level (FHEQ)	4
Study Period	A
Prerequisites and co-requisites	N/A

Content (Indicative)

This module examines the interaction between the external environment and business organisations. Consideration is given to the range of external influences on a business by examining political, economic, socio-cultural, technological, legal and environmental factors.

Teaching and Learning Experience

- Blended Learning
- Guided Independent Study
- Lectures
- Seminars

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Outline key features of the environment affecting the conduct of business organisations.
2. Review how political, economic, social, technological, legal and environmental factors may impact on business operations.
3. Use collaboration to research examples from a range of business contexts.

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Assessment

Assessment task	Load	Weighting	Learning Outcomes assessed
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Research Poster	up to 5000 words (or equivalent)	100%	1-3
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Indicative reading (APA 7th edition referenced)

Books

- Bessant, J. R., & Tidd, J. (2018). *Entrepreneurship*. Wiley & Sons.
- Bessant, J., & Tidd, J. (2011). *Innovation and entrepreneurship*. (2nd ed.). John Wiley & Sons Ltd.
- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2017). *Entrepreneurship*. (10th ed.). McGraw-Hill.
- Burns, P. (2018). *New venture creation: A framework for entrepreneurial start-ups*. Palgrave Macmillan.
- Kirby, D. (2003). *Entrepreneurship*. McGraw-Hill Education.
- Schumpeter, J. A. (2004). *The theory of economic development: An inquiry into profits, capital, credit, interest and the business cycle*. (10th ed.). (Original 1934). Transaction Publishers.
- Spinelli, S., & Adams, R. J. (2016). *New venture creation – Entrepreneurship for the 21st Century*. McGraw-Hill.
- Zucchella, A., Hagen, B., & Serapio, M. G. (2018). *International entrepreneurship*. Edward Elgar Publishing Ltd.

Journals

- Entrepreneurship Education and Pedagogy
- Entrepreneurship Theory and Practice
- International Small Business Journal
- Journal of Business Venturing
- Journal of Small Business and Enterprise Development
- Journal of Small Business Management

Websites

- www.bbc.co.uk/news/business
- www.uk.reuters.com/business www.entrepreneur.com/
- CMI online resources