



Module Descriptor Definitive Document

Module Code	BSNH03
Version	1.2
Module Title	Contemporary Business Issues
Credits	20
Academic Level (FHEQ)	6
Study Period	B
Prerequisites and co-requisites	N/A

Content (Indicative)

Students will examine the global and national issues within the business world.

- Examination of the global policy environment in relation to business including issues of sustainability, technology and international relations.
- Critical evaluation of global and national influences upon business start-up in the UK.
- Identification of business issues in the region of the South West and their impact on startup rates and business growth.

Teaching and Learning Experience

- Blended Learning
- Guest Lectures
- Guided Independent Study
- Field Trip • Lectures
- Seminars

Module Learning Outcomes (MLOs)

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

1. Summarise contemporary business issues including one topic from sustainability, ethics, technology and international relations.
2. Evaluate specific global and national policy decisions and their influence upon start up rates in the UK.
3. Analyse the challenges facing, and opportunities, available to individuals and organisations developing enterprising and innovative ideas within a global and national context.

BSNH03 V1.2

4. Assess contemporary business issues within the South West region and their impact on business growth.

Assessment

Assessment task	Load	Weighting	Learning Outcomes assessed

Essay	up to 2,500 words (or equivalent)	50%	1, 3
Group Presentation	up to 2,500 words (or equivalent)	50%	2, 4

Indicative reading (APA 7th edition referenced)

Books

- Dicken, P. (2011). *Global shift: Mapping the changing contours of the world economy* (6th ed.). Sage Publications.
- Hamilton, L., & Mitchell, L. (2014). *Contemporary issues in management*. Edward Elgar Publishing Ltd.
- Henry, A. (2011). *Understanding strategic management* (2nd ed.).
- Hill, C. W. L. (2012). *International business: Competing in the global marketplace* (9th ed.). McGraw-Hill.
- Hisrich. (2016). *International entrepreneurship: Starting, developing and managing a Global Venture*. SAGE Publications.
- Johnson. et al. (2015). *Fundamentals of strategy* (3rd ed). Pearson.
- Miceli, T. J. (2018). *Contemporary issues in Law and Economics*. Routledge.
- Peng, M., & Meyer, K. (2011). *International Business* (1st ed.). Cengage.
- Phillips, P., & Moutinho, L. (2018). *Contemporary Issues in strategic management*. Routledge.
- Rugman, A. M., & S. Collinson. (2012). *International business* (6th ed.). Prentice Hall.
- Slovan, J., & Jones, E. (2017). *Essential economics for business* (5th ed.). Pearson Education Ltd.

Journals

- Entrepreneurship Theory and Practice
- Harvard Business Review – truth about CSR
- International Journal of Entrepreneurial behaviour and research
- Journal of Business Venturing

Websites

- CMI resources BSNH03