Module Descriptor

Title	Introduction to Business		
Session	2026/27	**Status**	Approved
Code	LNDN07003	**SCQF Level**	7 (Scottish Credit and Qualifications Framework)
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Narayan Bhattarai		

Summary of Module

The aim of this module is to explore and critically assess and understand the context and nature of global business and why it exists in the form that it does today. To find out why global business is constantly changing and adapting and why it cannot stand still. In studying this module you will learn about the organisational context in which international businesses operate and the activities of management and the role of the manager. You will learn about the key areas that must be constantly monitored to ensure success. Knowing about these topics is vital to running a successful business whether big, medium or small, whether public, private or third sector. This module will provide the foundations for understanding the world of International business and what make a successful business going forward. Areas of study will include introduction to politics and the law, the economy, technological advancement, social and demographic changes and globalisation, as well as management and leadership, business strategy, organisational aspects of business, operations and corporate social responsibility.

Module Delivery Method	**On-Campus**[1] ☐	**Hybrid**[2] ☒	**Online**[3] ☐	**Work -Based Learning**[4] ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☒ London	☐ Online / Distance Learning ☐ Other (specify)	

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

			☐ Paisley			
Terms for Module Delivery	Term 1	☒	Term 2	☒	Term 3	☒
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Discuss the context of international business both verbally and in writing
L2	Explain the context and nature of organisations and how they operate in an international environment
L3	Demonstrate an awareness, understanding and critical analysis of the relationship of the internal and external environment to the organisational design and activities
L4	Having a critical understanding of the role of leadership and management in global businesses of today
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 7** Understand the context and nature of organisations and how they operate within their environments.
Practice: Applied Knowledge and Understanding	**SCQF 7** Applied knowledge and understanding will be achieved by the use of case study material and written coursework. Students will critically evaluate problems and or issues presented to them using theoretical frameworks introduced in the lecture programme
Generic Cognitive skills	**SCQF 7** Through the use of case studies and coursework students will evaluate ideas, concepts, information and issues within the topic area. Students will be encouraged to consider their own roles and contribution and those of others when carrying out group work
Communication, ICT and Numeracy Skills	**SCQF 7** Written communication in coursework essay Use of internet and online library resources when researching written coursework Oral communication skills in tutorials
Autonomy, Accountability and Working with Others	**SCQF 7** To work independently and reflect on their own practice. Work effectively as part of group when preparing and presenting casework findings. Planning, organising and prioritising work.

Prerequisites	**Module Code**	**Module Title**

	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	15
Independent Study	164
Tutorial / Synchronous Support Activity	21
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Burns & Needle. (2023) Business in Context. 8th ed. Cengage Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook and made available via VLE
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:**

Module attendance Submission of assessments Assigned reading/tasks Classroom participation

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Management, Organisations People**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☒ **Yes** ☐ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Undergraduate London School Assessment Board
Moderator	Dr Giuseppe Scotto
External Examiner	Dr.Claire Manning
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Online Test (Quiz)
Assessment 2
Essay
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Assessment 1 – Online Test (Quiz)	☐	☐	☒	☒	☐	50	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Essay	☒	☒	☐	☐	☐	50	0

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who