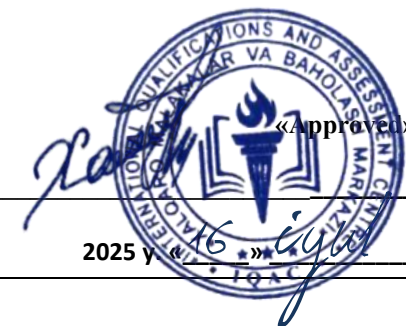




**INTERNATIONAL QUALIFICATIONS  
AND ASSESSMENT CENTRE (IQAC)**



<b>Programme</b>	<b>Level 6 BA (Hons) BUSINESS ADMINISTRATION</b>	
<b>Unit Number/ Unit Title</b>	<b>Unit 2 CONTEMPORARY ISSUES IN BUSINESS AND MANAGEMENT</b>	
<b>Cohort Code:</b>	L06CIBM-U2	
<b>Unit Level</b>	LEVEL 6	
<b>Total GLH</b>	Total qualification time 120/ Total Guided learning hours 48/ Self-guided learning hours 72	
<b>Credits/Hours</b>	12 CATS/ 6 ECTS	
<b>Lecturer</b>		
<b>Start Date</b>		<b>End Date</b>

<b>Unit Aims</b>	Examine current trends, challenges, and emerging issues in business and management, focusing on their impact on organizational operations, decision-making, and performance.
<b>Differentiation Strategies</b> <i>(e.g. planned activities or support for individual learners according to their needs)</i>	<p>Various approaches to addressing the various identified students needs will be adopted throughout the lesson. Such will include:</p> <ol style="list-style-type: none"> <li>1. Progressive tasks</li> <li>2. Digital resources</li> <li>3. Verbal support</li> <li>4. Variable outcomes</li> <li>5. Collaborative learning</li> <li>6. Ongoing assessment</li> <li>7. Flexible-pace learning</li> </ol>
<b>Equality &amp; Diversity</b>	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
<b>Safeguarding &amp; Prevent</b>	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.

<b>Health &amp; Safety</b>	SIRM H&S policies will be maintained.
<b>Learning Resources</b>	<b>Teaching and Learning Materials</b>
	"Management Challenges for the 21st Century" by Peter F. Drucker
	"Business and Society: Stakeholders, Ethics, Public Policy" by Anne Lawrence and James Weber  "Sustainable Business Development" by David L. Rainey

<b>Learning Outcome</b>	<b>Assessment Criteria</b>
<b>LO1. 1. Identify and analyze contemporary challenges facing businesses.</b>	1.1 Identify key global issues (e.g., technology, globalization) and their implications for businesses. 1.2 Assess the impact of these issues on business structures and operations.
<b>LO2. 2. Evaluate the role of innovation and technology in shaping business practices.</b>	2.1 Analyze the influence of digital transformation on productivity and competitive advantage. 2.2 Discuss how innovation supports long-term business growth and adaptation.
<b>LO3. 3. Assess ethical and sustainable practices in modern business.</b>	3.1 Examine ethical dilemmas and sustainability challenges in business. 3.2 Propose solutions to enhance corporate responsibility and sustainability.
<b>LO4. 4. Analyze management responses to current trends and challenges.</b>	4.1 Assess strategies used by managers to address emerging trends. 4.2 Recommend adaptable approaches for evolving business environments.

No	Learning Outcome / Topic	Learning and Teaching Activities	Which assessment criteria does the session relate to?	Day/month/year / signature
1.	Introduction to Contemporary Business Challenges	<ul style="list-style-type: none"> <li>• Seminar: Overview of key global issues (climate change, AI, globalization)</li> <li>• Group task: Categorize challenges by impact level and industry</li> <li>• Paper Review: Present and critique an academic paper on globalization or post-COVID disruptions</li> </ul>	LO1, 1.1	
2.	Technology and Globalization	<ul style="list-style-type: none"> <li>• Case Review: Globalization impact on supply chains (e.g., Apple, Toyota)</li> <li>• Discussion: How AI and blockchain reshape global markets</li> <li>• Paper Presentation: Analyze a paper on technological disruption in international business</li> </ul>	LO1, 1.1	
3.	Structural and Operational Impact of Global Issues	<ul style="list-style-type: none"> <li>• Workshop: Business structure redesign case study (e.g., Amazon warehouse automation)</li> <li>• Academic Reading: Osterwalder's Business Model Canvas vs. modern operating models</li> <li>• Essay: How global crises (pandemics, war) force structural changes</li> </ul>	LO1, 1.2	

4.	Climate Change and Environmental Risk	<ul style="list-style-type: none"> <li>• Case Review: BP Deepwater Horizon &amp; Shell's green strategy</li> <li>• Academic Paper Presentation: Environmental risk and business continuity</li> <li>• Group Task: Create a response plan for a firm facing environmental disruption</li> </ul>	LO1, 1.1, 1.2	
5.	Innovation as a Business Imperative	<ul style="list-style-type: none"> <li>• Seminar: Innovation types (incremental vs. disruptive)</li> <li>• Academic Review: Christensen's Innovator's Dilemma</li> <li>• Debate: Is innovation always beneficial?</li> </ul>	LO2, 2.2	
6.	Digital Transformation & Competitive Advantage	<ul style="list-style-type: none"> <li>• Case Review: Tesla's data-driven R&amp;D vs. traditional carmakers</li> <li>• Workshop: Map digital tools to core business functions</li> <li>• Paper Review: Present academic insights on digital strategy (e.g., Bharadwaj et al., 2013)</li> </ul>	LO2, 2.1	
7.	Platform Economy and Business Model Innovation	<ul style="list-style-type: none"> <li>• Seminar: Rise of platform-based firms (Uber, Airbnb)</li> <li>• Group Project Briefing: Redesign a traditional business into a platform model</li> <li>• Paper Review: Van Alstyne's platform theory</li> </ul>	LO2, 2.1, 2.2	
8.	Long-term Adaptation Through Innovation	<ul style="list-style-type: none"> <li>• Case Review: LEGO's innovation recovery</li> <li>• Academic Reading: Tushman &amp; O'Reilly on ambidexterity</li> <li>• Task: Evaluate long-term innovation sustainability in a company of choice</li> </ul>	LO2, 2.2	

9.	Midterm Review	<ul style="list-style-type: none"> <li>• Group academic panel: Present findings from an innovation-focused business case</li> <li>• Peer feedback session</li> <li>• Midterm preparation workshop</li> </ul>		
10.	<b>Midterm Exam</b>	<ul style="list-style-type: none"> <li>• Essay-based exam on global challenges and innovation frameworks</li> </ul>		
11.	Ethics in Business Practices	<ul style="list-style-type: none"> <li>• Case Review: Theranos, Facebook-Cambridge Analytica</li> <li>• Discussion: Stakeholder theory vs. shareholder primacy</li> <li>• Paper Review: Freeman (1984) and recent ethics literature</li> </ul>	LO3, 3.1	
12.	Sustainability in Global Supply Chains	<ul style="list-style-type: none"> <li>• Workshop: Supply chain mapping with ESG analysis (e.g., Zara or Nestlé)</li> <li>• Paper Review: Academic critiques of greenwashing</li> <li>• Task: Prepare sustainability scorecard for a real company</li> </ul>	LO3, 3.1	
13.	CSR and Corporate Responsibility	<ul style="list-style-type: none"> <li>• Case Review: Patagonia vs. BP CSR models</li> <li>• Academic Reading: Porter &amp; Kramer (2011), Creating Shared Value</li> <li>• Group Debate: Can CSR be truly strategic?</li> </ul>	LO3, 3.2	
14.	Proposing Sustainability Solutions	<ul style="list-style-type: none"> <li>• Workshop: Write a strategic sustainability plan (800 words)</li> <li>• Peer Review Session</li> <li>• Paper Review: Evaluate models for embedding CSR in governance</li> </ul>	LO3, 3.2	

15.	Review	<ul style="list-style-type: none"> <li>• Present sustainability proposal with academic justification</li> <li>• Discuss ethical trade-offs in high-growth sectors (e.g., tech, fashion)</li> <li>• Guest lecture: ESG reporting specialist</li> </ul>	LO3	
16.	Midterm	<ul style="list-style-type: none"> <li>• <b>Midterm assessment</b> covering all learning outcomes (theory and practical elements)</li> </ul>	LO1-LO2-LO3	
17.	Feedback & Reflection	<ul style="list-style-type: none"> <li>• Review of key concepts covered</li> <li>• Reflective discussion on contemporary issues in business and management</li> <li>• Course evaluations</li> </ul>		
18.	Trendspotting in Management	<ul style="list-style-type: none"> <li>• Workshop: Identify 5 key emerging trends from journals (AI, ESG, remote work, etc.)</li> <li>• Paper Review: Analyze academic forecasts (e.g., McKinsey, Deloitte)</li> <li>• Deliverable: Short trend report + annotated bibliography</li> </ul>	LO4, 4.1	
19.	Strategic Managerial Responses	<ul style="list-style-type: none"> <li>• Case Review: Netflix's response to changing media trends</li> <li>• Paper Review: Dynamic capabilities in turbulent markets</li> <li>• Group Task: Evaluate responses by 3 industry leaders to a trend</li> </ul>	LO4, 4.1	
20.	Agile and Adaptive Management Models	<ul style="list-style-type: none"> <li>• Seminar: Agile vs. traditional management</li> <li>• Case Review: Spotify's squad model</li> <li>• Academic Reading: Mintzberg, Teece</li> </ul>	LO4, 4.2	

		<ul style="list-style-type: none"> <li>• Task: Recommend adaptive approaches for a rigid organization</li> </ul>		
<b>21.</b>	Leading Through Uncertainty	<ul style="list-style-type: none"> <li>• Simulation: Lead a virtual team through a crisis scenario</li> <li>• Academic Review: VUCA leadership models</li> <li>• Paper Review: Leadership responses to unpredictable change</li> </ul>	LO4, 4.2	
<b>22.</b>	Capstone Prep: Integrated Case Development	<ul style="list-style-type: none"> <li>• Students select a company and prepare a report integrating all four LOs</li> <li>• Research Session: Collect academic sources and practitioner reports- One-on-one feedback with supervisor</li> </ul>	LO1-LO2-LO3-LO4	
<b>23.</b>	Contemporary Issues Symposium	<ul style="list-style-type: none"> <li>• Student-led conference- Present capstone projects to peers and invited lecturers</li> <li>• Feedback from industry guests (if applicable)</li> </ul>	LO1-LO2-LO3-LO4	
<b>24.</b>	Futures Thinking and Scenario Planning	<ul style="list-style-type: none"> <li>• Case Review: Shell, Unilever scenario planning</li> <li>• Workshop: Scenario mapping- Paper Review: Schoemaker (1995), "Scenario Planning"</li> </ul>	LO1-LO2-LO3-LO4	
<b>25.</b>	Critical Thinking for Contemporary Managers	<ul style="list-style-type: none"> <li>• Seminar: Enhancing critical thinking and argument construction</li> <li>• Group Activity: Analyze flawed arguments and improve them using evidence</li> </ul>	LO1-LO2-LO3-LO4	
<b>26.</b>	Critical Reflection & Career Alignment	<ul style="list-style-type: none"> <li>• Career Workshop: Align personal career goals with trends in business</li> <li>• Reflective Essay: How the module reshaped understanding of business strategy- Final feedback session</li> </ul>	LO1-LO2-LO3-LO4	

<b>27.</b>	Final Synthesis of Learning Outcomes	<ul style="list-style-type: none"> <li>• Roundtable: Revisit and connect all four LOs across themes</li> <li>• Discussion: How global challenges, innovation, ethics, and trends interconnect</li> <li>• Task: Create a strategic blueprint for a future-facing business model</li> </ul>	LO1-LO2-LO3-LO4	
<b>28.</b>	LO-Based Scenario Practice & Readiness	<ul style="list-style-type: none"> <li>• Workshop: Scenario solving integrating ethical, innovative, strategic, and trend responses</li> <li>• Final group presentations simulating future-oriented leadership decisions- Self-assessment: Evaluate learning growth in each LO domain</li> </ul>	LO1-LO2-LO3-LO4	
<b>29.</b>	Final Exam Preparation & Review	LO1, LO2, LO3, LO4	LO1, LO2, LO3, LO4	
<b>30.</b>	Final Exam		LO1, LO2, LO3, LO4	