



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



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

Unit Aims	Examine current trends, challenges, and emerging issues in business and management, focusing on their impact on organizational operations, decision-making, and performance.
Differentiation Strategies (e.g. planned activities or support for individual learners according to their needs)	Various approaches to addressing the various identified students needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none">1. Progressive tasks2. Digital resources3. Verbal support4. Variable outcomes5. Collaborative learning6. Ongoing assessment7. Flexible-pace learning
Equality & Diversity	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
Safeguarding & Prevent	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.

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

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

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"> • Seminar: Overview of key global issues (climate change, AI, globalization) • Group task: Categorize challenges by impact level and industry • Paper Review: Present and critique an academic paper on globalization or post-COVID disruptions 	LO1, 1.1	
2.	Technology and Globalization	<ul style="list-style-type: none"> • Case Review: Globalization impact on supply chains (e.g., Apple, Toyota) • Discussion: How AI and blockchain reshape global markets • Paper Presentation: Analyze a paper on technological disruption in international business 	LO1, 1.1	
3.	Structural and Operational Impact of Global Issues	<ul style="list-style-type: none"> • Workshop: Business structure redesign case study (e.g., Amazon warehouse automation) • Academic Reading: Osterwalder's Business Model Canvas vs. modern operating models • Essay: How global crises (pandemics, war) force structural changes 	LO1, 1.2	

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

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

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

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

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