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Title: BUSINESS & SOCIETY
Status: Definitive
Code: **4005YPCBM** (117729)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Catherine Groves	Y

Academic Level: FHEQ4
Credit Value: 24
Total Delivered Hours: 80
Total Learning Hours: 240
Private Study: 160

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	39
Workshop	39

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	2,500 word essay.	50	
Exam	Exam		50	2

Aims

1. To explain the roles and impacts of business organisations within developed and developing countries;
2. To describe the roles of, and relationships between, corporations, nation-states and international institutions in shaping the global economy;
3. To explain how the expectations of civil society influence the practices of business

organisations.

Learning Outcomes

After completing the module the student should be able to:

- 1 Describe the roles played by business organisations, as one of several interacting stakeholders, whose activities shape civil society;
- 2 Explain the relationships between business organisations and government agencies in determining public policy (both nationally and internationally);
- 3 Identify and explain the roles played by a range of institutions that promote and regulate the activities of corporations;
- 4 Describe the drivers of change in the global economy and the impacts of those changes on national, regional and global communities;
- 5 Explain the meaning of sustainability and the role corporations are playing in its achievement.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Essay	1	2		
Exam	3	4	5	

Outline Syllabus

The Corporation and its stakeholders

Corporate citizenship

Corporate social responsibility

Employees and diversity in a global context

National and international institutions

The challenges of globalization

The globalization of markets

Influencing the political environment (lobbying)

Sustainable development and global business

Managing environmental issues

Managing technological challenges (e.g. GM, piracy, information security)

Learning Activities

The focus of this module is on contemporary practice and therefore learning activities will strongly feature cutting edge cases and applied exercises as well as guest speakers. These will be contextualized by lectures and workshops.

Notes

This module is intended to provide students with an introduction to the interactions of business corporations with their social, geographical and institutional contexts via a study of relevant emerging issues in contemporary global business. The module aims to promote student engagement with current real world issues arising from global business activities. This will be achieved by means of a teaching and learning strategy that prioritizes real world stimulus materials drawn from 'live' news media, and organizations actively engaged in the issues studied, to provide context for the academic material underpinning the course.