

Summary Information

Module Code	4502IYBSG
Formal Module Title	Business Decisions, Strategy and Global Business
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Amanda Mason	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Study Group

Learning Methods

Learning Method Type	Hours
Lecture	26
Seminar	39

Module Offering(s)

Offering Code	Location	Start Month	Duration
APR-PAR	PAR	April	12 Weeks
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	In this module students will analyse corporate objectives and strategy and develop an understanding of the impact of external influences. Students investigate businesses that trade on a global scale and explore their reasons for doing so. Students develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Describe and analyse how Business aims and objectives influence business decisions.
MLO2	Identify and analyse global business and marketing concepts.
MLO3	Outline and discuss how businesses manage change in the global market.
MLO4	Identify and discuss the impact MNC's have on International business ethics.

Module Content

Outline Syllabus

- Business objectives and strategy- Theories of corporate strategies - SWOT & the Impact of external influences- Influences on business decisions - corporate influences, business ethics- Shareholders versus stakeholders- Managing change - Causes and effects of change- Global Business – Globalisation, International trade and business growth, Factors contributing to increased globalisation- Protectionism & Trading blocs- Global & localised marketing, niche marketing- Cultural/social factors contributing to marketing- Global industries and companies (multinational corporations)- The impact of MNCs – controlling MNC's & Ethics

Module Overview

Additional Information

Students will examine Marketing & PR within the world of business using case studies and examples of real-world business scenarios. Louise Burton - Module Leader.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Test	Case Study	50	1	MLO1, MLO2
Exam	Exam	50	2	MLO3, MLO4