

Summary Information

Module Code	4605DGABW
Formal Module Title	Global Business Management
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
Gemma Dale	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
Dong A University

Learning Methods

Learning Method Type	Hours
Lecture	17
Online	11
Seminar	17

Module Offering(s)

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

Aims and Outcomes

Aims	This module provides the essential frameworks to understand current issues in global business and management and their impact on companies and society.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Recognise how to develop the cross-cultural expertise essential to succeed in a world of rapid and profound economic, political and cultural changes.
MLO2	Identify the importance of global business environment and its impact on management.
MLO3	Explain business expansion and key issues related to management operations.

Module Content

Outline Syllabus
Introduction to business organisations and managers Starting a business: entrepreneurship The business environment Planning and organising Globalisation Business ethics and CSR Culture and communication Change management and Innovation

Module Overview

Additional Information

To introduce students to the role and practice of operations within a variety of organisations.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Essay	Essay	70	0	MLO2, MLO3, MLO1
Presentation	Presentation	30	0	MLO2, MLO3