

Summary Information

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| Module Code | 4605VLUBW |
| Formal Module Title | Global Business Management |
| Owning School | Business and Management |
| Career | Undergraduate |
| Credits | 20 |
| Academic level | FHEQ Level 4 |
| Grading Schema | 40 |

Teaching Responsibility

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| LJMU Schools involved in Delivery |
| LJMU Partner Taught |

Partner Teaching Institution

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| Institution Name |
| Van Lang University |

Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture | 17 |
| Online | 11 |
| Seminar | 17 |

Module Offering(s)

| Display Name | Location | Start Month | Duration Number Duration Unit |
|--------------|----------|-------------|-------------------------------|
| JAN-PAR | PAR | January | 12 Weeks |

Aims and Outcomes

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| 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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After completing the module the student should be able to:

Learning Outcomes

| Code | Number | Description |
|------|--------|---|
| MLO1 | 1 | Recognise how to develop the cross-cultural expertise essential to succeed in a world of rapid and profound economic, political and cultural changes. |
| MLO2 | 2 | Identify the importance of global business environment and its impact on management. |
| MLO3 | 3 | Explain business expansion and key issues related to management operations. |

Module Content

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|------------------------|--|
| 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) | Module Learning Outcome Mapping |
|---------------------|-----------------|--------|--------------------------|---------------------------------|
| Essay | Essay | 70 | 0 | MLO1, MLO2, MLO3 |
| Presentation | Presentation | 30 | 0 | MLO2, MLO3 |

Module Contacts

Module Leader

| Contact Name | Applies to all offerings | Offerings |
|-----------------|--------------------------|-----------|
| Giuseppe Scotto | Yes | N/A |

Partner Module Team

| Contact Name | Applies to all offerings | Offerings |
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