

## Liverpool John Moores University

Title: CONTEMPORARY BUSINESS ISSUES  
Status: Definitive  
Code: **4705SERCBS** (123141)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Adrian McGrath	

**Academic Level:** FHEQ4      **Credit Value:** 20      **Total Delivered Hours:** 44  
**Total Learning Hours:** 200      **Private Study:** 156

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	33

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	PRES	Individual Poster on One Aspect of Globalisation	40	
Essay	ESSAY	Collection on mini Essays Word Count 2500	60	

### Aims

*This module provides the essential frameworks to understand current issues in business and their impact on companies and society.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the evolution of management theory from early work until the present days.
- 2 Recognise the importance of business environment and its impact on management.
- 3 Analyse key themes in contemporary business management, with a focus on globalisation, ethics and new technologies.

### **Learning Outcomes of Assessments**

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

PRESENTATION	2	
ESSAY	1	3

### **Outline Syllabus**

*Setting the Context Development of Management Theory*  
*Being a Manager Today*  
*Leadership and Decision Making*  
*Managing Diversity*  
*Communicating in the 21st Century*  
*Entrepreneurship and Innovation*  
*The business Environment*  
*Globalisation*  
*Ethics, CSR and Corporate Governance*  
*The Use of Big Data*

### **Learning Activities**

Lectures, seminars, workshop, case studies, guest speakers.

### **Notes**

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