

Liverpool John Moores University

Title: GLOBALIZATION AND BUSINESS
Status: Definitive
Code: **6001BUSST** (108372)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
John Meehan	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 26.00
Total Learning Hours: 120
Private Study: 94

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework	100.0	

Aims

1. To develop an understanding of the varied definitions and historical explanations of the concept of globalization;
2. To develop an understanding of the international institutions involved in shaping and regulating the global economy;
3. To evaluate the role of multinational corporations in the global economy;
4. To understand the challenges faced by developing nations in managing their development strategies in competitive global environments.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the concept of globalization using a range of dimensions (e.g. periodisation, causation, impacts, and trajectories) and its impact on civil society;
- 2 Understand the contested nature of globalization through an understanding of the 'hyperglobalization', 'global sceptics' and 'transformationalist' schools of thought;
- 3 Critically evaluate the roles played by the EU, IMF, UN, OECD and WTO in shaping and regulating the global economy;
- 4 Critically evaluate the roles played by multinational enterprises in determining the pattern of foreign direct investment and shaping regulatory regimes of the global economy;
- 5 Understand the managerial challenges of managing a globally distributed organization.

Learning Outcomes of Assessments

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

Essay	1	2	3	4	5
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Outline Syllabus

Dimensions of globalization (political, social, economic and cultural).
Schools of thought on the nature and historical development of globalization.
Roles and functions of international institutions in relation to the global economy.
Economic and regulatory impacts of multinational corporations on the global economy.
Corporate citizenship.
Models of development and the role of institutions in facilitating such development.
The role of media industries and technology in shaping global culture.
Analysis of the organizational issues managers face managing across diverse cultures and regulatory environments.
The role of the nation state in a global economy.

Learning Activities

This module will employ a range of student-centred learning strategies including lecture, case study, group discussion, creative problem solving exercises and self-directed problem based learning.

References

Course Material	Book
Author	Held, D, McGrew, A, Goldblatt, D and Perraton, J
Publishing Year	1999

Title	Global Transformations
Subtitle	
Edition	
Publisher	Polity
ISBN	

Course Material	Book
Author	Held, D and McGrew, A
Publishing Year	2007
Title	Globalization/Anti-Globalization
Subtitle	
Edition	
Publisher	Polity
ISBN	

Course Material	Book
Author	Lechner, F J and Boli, J
Publishing Year	2007
Title	The Globalization Reader
Subtitle	
Edition	
Publisher	Blackwell Publishing
ISBN	

Course Material	Book
Author	Roberts, J T and Belone Hite, A
Publishing Year	2007
Title	The Globalization and Development Reader
Subtitle	Perspectives on Development and Global Change
Edition	
Publisher	Blackwell
ISBN	

Course Material	Book
Author	Wild, J J and Wild, K
Publishing Year	2007
Title	International Business
Subtitle	The Challenges of Globalization
Edition	4th edition
Publisher	Prentice Hall
ISBN	

Notes

This module is intended to introduce students to the contested nature of globalization through an examination of contemporary theoretical debates and an analysis of the

positive and negative impacts of globalization associated with the interactions between developed and developing nations, international institutions and the global corporations operating within their borders.