

## Liverpool John Moores University

Title: Global Strategy in Practice  
Status: Definitive  
Code: **6017LBSBSC** (126369)  
Version Start Date: 01-08-2021

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

Team	Leader
Bin Gao	Y

**Academic Level:** FHEQ6  
**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 Presentation	100	

### Aims

1. To introduction global business theories and strategies.
2. Apply global theories and strategies at three levels: business, corporate and network levels.
3. Enable students to form an understanding of global corporate performance

### Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the strategic position of a global organisation within their internal and external environment.
- 2 Critically evaluate the position of the international and multinational dimension of strategy within the overall organisation's strategy.

### **Learning Outcomes of Assessments**

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

Individual Presentation	1	2
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### **Outline Syllabus**

*Cases and the process of enquiry-based learning.*

*Cases and assessment centres.*

*Searching, collecting and collating information from the university databases.*

*Making presentations.*

*Business opportunities and their assessment.*

### **Learning Activities**

Formal lectures and seminars.

### **Notes**

No Course Notes Were Provided.