# Global Strategy in Practice

## Module Information

**2022.01, Approved**

## Summary Information

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| Module Code | 6017LBSBSC |
| Formal Module Title | Global Strategy in Practice |
| Owning School | Business and Management |
| Career | Undergraduate |
| Credits | 20 |
| Academic level | FHEQ Level 6 |
| Grading Schema | 40 |

**Teaching Responsibility**

| LJMU Schools involved in Delivery |
|---|
| Business and Management |

## Learning Methods

| Learning Method Type | Hours |
|---|---|
| Lecture | 11 |
| Seminar | 33 |

## Module Offering(s)

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

## Aims and Outcomes

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

**Learning Outcomes**

| Code | Number | Description |
|---|---|---|
| MLO1 | 1 | Analyse the strategic position of a global organisation within their internal and external environment. |
| MLO2 | 2 | Critically evaluate the position of the international and multinational dimension of strategy within the overall organisation's strategy. |

## Module Content

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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. |
| Module Overview | This module enables you to apply knowledge and skills gained from requisite/core units taken in Level 4, and apply that learning to an organisational issue. |
| Additional Information | No Course Notes Were Provided. |

## Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---|---|---|---|---|
| Presentation | Individual Presentation | 100 | 0 | MLO1, MLO2 |

## Module Contacts

**Module Leader**

| Contact Name | Applies to all offerings | Offerings |
|---|---|---|
| Bin Gao | Yes | N/A |

**Partner Module Team**

| Contact Name | Applies to all offerings | Offerings |
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