

Summary Information

Module Code	6053BUSBM
Formal Module Title	Global Business Environment
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	11
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	1.To understand the drivers of globalisation and to evaluate the surrounding debates on the impact of globalisation for the processes by which companies compete in the global economy;2. To develop an understanding of the international institutions involved in shaping and regulating the global economy; 3. To assess the implications of globalisation for managers involved in different national business systems; 4. To analyse and explain how and why differences in the organisation of capitalist economies persist, increase or decrease, and which role institutional frameworks play in this process5.To understand the challenges faced by developed and new emerging markets in managing their development strategies in competitive global environments.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate awareness of the different organisational approaches to compete in the global economy.
MLO2	2	Critically evaluate how and why differences in the organisation of advanced capitalist economies persist and what role institutional frameworks play in this process.
MLO3	3	Analyse the suitability of different ownership structure, labour markets and skill formation which lead to success.
MLO4	4	Examine the differences of Asian and Transition Economies in Central and Eastern Europe and what role institutional frameworks play in this process.

Module Content

Outline Syllabus	Perspectives on globalisation and international business – i.e. drivers and dimensions of globalisation (economic, political, social, and cultural)Roles and functions of international institutions in relation to the global economyStructure of the global economy – i.e. global economic flows and the rise of emerging marketsThe importance of national business systems in the global economy – i.e. analysis of the organisational issues faced by managers in coordinate activities across different modes of capitalism and regulatory environments The role of the nation state in a global economy – i.e. redeployment of state initiatives on behalf of new missionsChallenges of globalisation – i.e. global migration, global inequalities, world food crisis, etc.Technology and globalisation – i.e. the role of social media industries and internet in shaping global culture
Module Overview	
Additional Information	The goal of this course is to provide students with a broad understanding of the global business environment in which companies conduct their activities. Emphasis is placed on the impact of globalisation on the business environment. An examination of contemporary theoretical debates and an analysis of the positive and negative impacts of globalisation associated with the interactions between developed and developing nations, international institutions and the global corporations operating within their borders will be explored.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3, MLO4

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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