

## Liverpool John Moores University

Title: Global Business Environment  
Status: Definitive  
Code: **6053BUSBM** (121654)  
Version Start Date: 01-08-2021

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

Team	Leader
Giuseppe Scotto	Y

**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 44  
**Total Learning Hours:** 200  
**Private Study:** 156

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Seminar	11
Workshop	22

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Portfolio of tasks	100	

### 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 process

5. To understand the challenges faced by developed and new emerging markets in managing their development strategies in competitive global environments.

## **Learning Outcomes**

After completing the module the student should be able to:

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

## **Learning Outcomes of Assessments**

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

Portfolio	1	2	3	4
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## **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 economy*

*Structure of the global economy – i.e. global economic flows and the rise of emerging markets*

*The 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 missions*

*Challenges 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*

### **Learning Activities**

The module will be delivered as a series of lectures, seminars, and tutorial workshops where individual activities and small group discussion are actively encouraged. Through lectures, readings, role-playing, and feedback on case studies, students will develop an understanding of the complexity of managing an organisation in a global economy, including the various lens – economic, political, social, legal, etc. – though with a manager must examine his/her options.

### **Notes**

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.