

Liverpool John Moores University

Title: EXTERNAL BUSINESS ENVIRONMENT
Status: Definitive
Code: **6501ST** (107501)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	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: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Group project – exploring one course topic in depth, written report and presentation to class.	50.0	
Exam	AS2	Examination	50.0	2.00

Aims

*To enable the student to develop an understanding of:
The environments in which business is conducted and important issues related to them;
The functions that managers need to discharge effectively and the processes involved;
The internal environments of organizations in which managers operate and interact.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the different areas of knowledge needed by managers;
- 2 Understand the context, both organizational and external, in which management takes place;
- 3 Present ideas on contextual issues related to the current environment of organizations – globalization, ethics and corporate social responsibility;
- 4 Adapt and apply learning from case studies and experiential exercises;
- 5 Research, and summarise, areas related to management in organizations;
- 6 Demonstrate improved group work and group presentation skills;
- 7 Describe in more depth issues salient to one area of general management.

Learning Outcomes of Assessments

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

ESSAY	1	2	3	4	5	6	7
EXAM	1	2	3	4			

Outline Syllabus

Introduction to management
Understanding the environment
Corporate social responsibility and ethics
Internal organizational factors:
Planning,
Decision making,
Communication,
Innovation & control,
Change & control.

Learning Activities

Lectures, tutorials, case studies, exercises.

References

Course Material	Book
Author	Daft, R L
Publishing Year	2008
Title	New Era of Management

Subtitle	
Edition	
Publisher	2nd edition, Thompson
ISBN	

Course Material	Book
Author	Naylor, J
Publishing Year	2004
Title	Management
Subtitle	
Edition	
Publisher	2nd edition, Pearson Education 0-273-67321-1
ISBN	

Course Material	Book
Author	Drucker, P F
Publishing Year	2001
Title	Management Challenges for the 21st Century
Subtitle	
Edition	
Publisher	Harper Business
ISBN	

Notes

The nature of management in modern organisations; becoming a manager; current issues that must be taken into account; practical investigation via case studies and exercises.