Liverpool John Moores University

Title: EXTERNAL BUSINESS ENVIRONMENT

Status: Definitive

Code: **6502FTKST** (106529)

Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School Teaching School/Faculty: Kaplan Financial London

Team	Leader
Joanne Meehan	Υ

Academic Credit Total

Level: FHEQ6 Value: 12.00 Delivered 22.00

98

Hours:

Total Private Learning 120 Study:

Hours:

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Tutorial	10.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework	100.0	

Aims

To develop an understanding of the key factors in the business environment. To develop key skills in the analysis of the business environment.

Learning Outcomes

After completing the module the student should be able to:

1 Acknowledge different types of business organisations (both public and private

- sector) and how their objectives differ.
- 2 Identify and analyse the major PESTLE factors for business organisations and how these may influence the future use of resources.
- 3 Analyse how organizations can plan for changes in their external environment.
- 4 Acknowledge the role of stakeholders in making organizational decisions.

Learning Outcomes of Assessments

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

CW 1 2 3 4

Outline Syllabus

Approaches to strategic management.
Mission statements and business objectives.
PESTLE analysis.
Competitive analysis.
Stakeholder mapping.
Strategies for stakeholder management.

Learning Activities

Lectures and tutorials will be the main form of student learning activities. Students will be required to work both individually and in groups to develop the above learning outcomes. Tutorials will cover case studies, problem solving, group work and presentations. Students will be required to conduct secondary, desk-based research to complete the assignment.

References

Course Material	Book
Author	Campbell, D, Stonehouse, G and Houston, B
Publishing Year	2002
Title	Business Strategy: An Introduction
Subtitle	
Edition	
Publisher	Butterworth Heineman
ISBN	

Course Material	Book
Author	Johnson, G and Scholes, K
Publishing Year	2002
Title	Exploring Corporate Strategy
Subtitle	

Edition	
Publisher	6th edition, Prentice Hall
ISBN	

Course Material	Book
Author	Whittington, R
Publishing Year	1993
Title	What is Strategy and Does it Matter?
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Notes

To provide students with a practical framework for understanding the structure of business, the types of organisations and their objectives and how the key external factors affect the organisation in its current and future environment.