

## 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	Y

**Academic Level:** FHEQ6  
**Credit Value:** 12.00  
**Total Delivered Hours:** 22.00  
**Total Learning Hours:** 120  
**Private Study:** 98

### 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)



<b>Edition</b>	
<b>Publisher</b>	6th edition, Prentice Hall
<b>ISBN</b>	

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

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### 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.