

Liverpool John Moores University

Title: GLOBAL BUSINESS ENVIRONMENT
Status: Definitive
Code: **6504CP** (103588)
Version Start Date: 01-08-2013

Owning School/Faculty: Arts, Professional and Social Studies
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 77.00
Total Learning Hours: 240
Private Study: 163

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	50.000
Tutorial	25.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Group Report	50.0	
Exam	AS2	Individual End of Year Exam	50.0	2.00

Aims

To provide learners with an understanding of the factors driving the attractiveness of international markets, and of the possible modes of market entry.

To develop in learners an appreciation of the strategic implications of the key political, legal and socio-cultural forces in the global business environment.

To give learners the ability to evaluate global financial and economic trends, and to assess their implications for international businesses.

To provide learners with an informed understanding of the dynamics of key emerging

markets.

To support learners in assessing the theory and practice of managing across differing national cultures.

To give learners the knowledge to evaluate the implications and desirability of globalisation and free international trade.

Learning Outcomes

After completing the module the student should be able to:

- 1 Collaboratively assess the business implications of major global environmental trends and developments
- 2 Defend the opportunities and threats posed by emerging markets.
- 3 Assess the degree to which environmental forces will permit standardised international strategies, or will require localised adaptation
- 4 Evaluate the challenges associated with management in a cross-cultural context, and identify the solutions
- 5 Determine the most suitable markets to enter, and assess the optimal mode[s] of market entry

Learning Outcomes of Assessments

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

GROUP REPORT	1	2	3	5	
EXAM	1	2	3	4	5

Outline Syllabus

1. *Globalisation and Free Trade Nature, drivers and implications of globalisation. Arguments for and against globalisation and free international trade. International trade talks - successes and failures.*
2. *Key Environmental Forces Political, Legal and Socio-cultural forces. Implications for market attractiveness. Implications for standardisation or adaptation of international strategy.*
3. *Market Selection and Market Entry Models and processes for assessing country risk and performing market screening. Evaluation of equity and non-equity entry modes - based on cost, speed, and risk/return.*
4. *Managing Internationally Challenges posed by cultural differences - applied to communications, decision-making, managerial control, negotiation, motivation.*
5. *The BRICS economies Analysis of Brazil, Russia, India, China, South Africa. Current and future political and economic direction. Opportunities and threats for international businesses.*
6. *The Financial and Economic Crisis Causes and effects of the crisis. Solutions deployed - how effective have they been? What is required now?*
7. *The EU and Monetary Union [15%] The evolution towards the Euro. Assessing the historic success, and future challenges, of the EU. Optimum Currency Areas. Threats to stability and continued existence of the Euro. The alternatives.*

8. *World Trade Talks - history. Position as of failed 2008 talks and subsequent developments.*
9. *Sub-Saharan Africa - the challenges faced by the region, and possible solutions.*
10. *Global Business Overview*

Learning Activities

Lectures and tutorials.

References

Course Material	Book
Author	Ball, D, McCulloch, W and Frantz, P
Publishing Year	2009
Title	International Business
Subtitle	The Challenge of Global Competition
Edition	12th
Publisher	Mc-Graw Hill, London
ISBN	

Course Material	Book
Author	Luthans & Doh
Publishing Year	2011
Title	International Management
Subtitle	Culture, Strategy & Behaviour
Edition	8th
Publisher	McGraw Hill
ISBN	

Course Material	Book
Author	Peng
Publishing Year	2013
Title	Global Business
Subtitle	
Edition	3rd
Publisher	Engage Learning
ISBN	

Notes

In this highly contemporary module, learners will absorb and process the major global trends in the business world, assess their business implications, and generate strategic options in response.