

Summary Information

Module Code	6517YPCBSC
Formal Module Title	Global Strategy in Practice
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Bin Gao	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	33

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	1. To introduction global business theories and strategies.2. Apply global theories and strategies at three levels: business, corporate and network levels.3. Enable students to form an understanding of global corporate performance
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Analyse the strategic position of a global organisation within their internal and external environment.
MLO2	Critically evaluate the position of the international and multinational dimension of strategy within the overall organisation's strategy.

Module Content

Outline Syllabus
Cases and the process of enquiry-based learning.Cases and assessment centres. Searching, collecting and collating information from the university databases. Making presentations.Business opportunities and their assessment.

Module Overview

Additional Information

No Course Notes Were Provided.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	Individual Presentation	100	0	MLO1, MLO2