

Liverpool John Moores University

Title: Global Strategy in Practice
Status: Definitive
Code: **6717SERCBM** (128243)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: South Eastern Regional College

Team	Leader
Moataz Alhilou	Y

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	Group Presentation	100	

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

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the strategic position of a global organisation within their internal and external environment.
- 2 Critically evaluate the position of the international and multinational dimension of strategy within the overall organisation's strategy.

Learning Outcomes of Assessments

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

Individual Presentation	1	2
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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.

Learning Activities

Formal lectures and seminars.

Notes

No Course Notes Were Provided.