

Liverpool John Moores University

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Title: Global Business
Status: Definitive
Code: **7013OMBAGM** (126529)
Version Start Date: 01-08-2020

Owning School/Faculty: Leadership and Organisational Development
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
Nick Wise	Y

Academic Level: FHEQ7 **Credit Value:** 12 **Total Delivered Hours:** 40
Total Learning Hours: 120 **Private Study:** 80

Delivery Options

Course typically offered: S1 & S2 & Summer

Component	Contact Hours
Online	40

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Critical Issue Report	50	
Reflection	Reflection	Comparative Analysis	50	

Aims

This module aims to help students to understand the global nature of business and the issues and opportunities associated with global business. The module investigates the patterns of international relations and analyses causes and trends.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically assess the factors shaping the nature of global business
- 2 Appreciate cultural, religious and political differences between and among countries and how these differences affect business strategies, processes and practices
- 3 Critically evaluate differing strategies to Global business.

Learning Outcomes of Assessments

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

Critical Issue Report	1	2	3
Comparative Analysis	1	2	3

Outline Syllabus

- *The new economy*
- *Global environmental factors and issues for business*
- *Global business strategies*
- *Integration of markets and globalisation*
- *Interrelatedness of nations in a global economy*
- *Influences of international trade*
- *Emerging markets*

Learning Activities

Online

Notes

Online