

Liverpool John Moores University

Title: Business Environment and Analysis
Status: Definitive
Code: **7051BUSME** (120454)
Version Start Date: 01-08-2017

Owning School/Faculty: Corporate Development Portfolio
Teaching School/Faculty: Corporate Development Portfolio

Team	Leader
Andrew Doyle	Y
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Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 48
Total Learning Hours: 200 **Private Study:** 152

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Seminar	48

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	2,500 words	50	
Essay	Assignment	2,500 words	50	

Aims

To enable students to identify and analyse the key elements of the external business environment in which organisations operate.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the impact of the business environment in influencing the strategy and success of an organisation
- 2 Appreciate and apply some key models and tools for undertaking an analysis of the external business environment in which organisations operate
- 3 Identify the key issues arising from an analysis of the external business environment and how these might present opportunities and threats

Learning Outcomes of Assessments

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

Individual Evaluation Report	1	2	3
Individual Assignment	1	2	3

Outline Syllabus

Contrasting models and theories
Knowledge and its management in organisations
Knowledge transfer and knowledge sharing
Strategies to overcome barriers and blockages
Managing knowledge and learning across borders and boundaries

Learning Activities

Workshop to include tutor input, student presentations, critiquing of application of theory to practice, critical reflection and reflective and reflexive practice.

Notes

This core module on the MBA Executive Development supports the knowledge and skills development needed to understand an organisation's external environment, with an extended emphasis on economics to reflect changes in the business environment globally, in Europe and the UK post 2008. The first assignment is a macro consideration and the second assignment is particular to the student's own organisation's business environment. As a result, all LOs are assessed twice, to ensure sufficient learning in the mainstream analysis and an emphasis on the economics as well as application to their own organisation.

It is intended that this module is studied before 7052BUSME.