

## Liverpool John Moores University

Title: Business Environment and Analysis  
Status: Definitive  
Code: **7251BUSME** (123624)  
Version Start Date: 01-08-2020

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

Team	Leader
Andrew Doyle	Y

**Academic Level:** FHEQ7      **Credit Value:** 20      **Total Delivered Hours:** 48  
**Total Learning Hours:** 200      **Private Study:** 152

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Seminar	48

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	2,000 words	40	
Essay	Assignment	3,000 words	60	

### 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 Leadership 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.

The module is intended to allow students to share the classroom with students on the MBA Executive Development equivalent module, 7351BUSME, in response to student feedback.