

MODULE DESCRIPTOR

MODULE TITLE	Global Business		
Module Code	25-7M08-00S		
Level	7		
Credit Points	15		
Indicative Assessment Tasks & Percentage Weightings	Practical 30% Coursework 70%		
Pre-Requisite Modules (if applicable)	None		
Delivered according to Standard Academic Calendar YES	Long: 2 semesters NO	Short: 1 semester YES	Other delivery pattern:

1 MODULE AIMS

The principal aims of this module are to encourage you to critically analyse and reflect upon the increasingly global nature of business and upon its implications for the strategies and operations of companies in an era of rapid change. It will require you to develop and critically evaluate contemporary perspectives on the globalisation of business and also to apply these perspectives to analyses of specific business issues and problems, utilising where possible their own managerial experience and knowledge. The knowledge and insights gained from this module are expected to complement and enrich your work in other modules.

The module focuses on the manager as reflective leader, understanding and interpreting the external environment.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO

1. understand the main concepts and theories relating to the globalisation of business and to the governance issues arising from it;
2. critically examine the impacts of globalisation upon business and of the strategic and operational responses of companies to these impacts;
3. appreciate the main features and trends in the global economy, with particular reference to the changing structure of the global business environment;
4. understand the concept of the 'global triad' and to reflect upon the implications for companies of differences in the business environments located within it;
5. critically analyse the nature and significance of the rise of new 'growth poles' in the global economy, with particular reference to the 'BRIC' economies;

6. identify the main challenges and opportunities for companies of the structural changes taking place in the global business environment and formulate company strategies for responding appropriately and effectively to these challenges and opportunities;
7. demonstrate a capacity to investigate and reflect upon some key problems and issues in global business and to formulate coherent and well-informed answers to them.

3. INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES.

The principal learning, teaching and assessment activities for this module will be:

Keynote lectures supported by guided reading, in order to introduce you to, or further develop your knowledge and understanding of, relevant concepts, theoretical frameworks and perspectives on global business, with particular reference to selected contemporary issues (NB: given the rapidity of change within the global business environment, the issues selected for analysis will be reviewed on a regular basis);

Seminars and workshops, to provide you with opportunities to discuss and critically reflect upon the issues examined in the lectures and in the recommended reading. The seminars and workshops will consist of both group and individual tasks, designed to encourage you to relate the issues under discussion to their own experience as practising managers and to formulate strategic responses to these issues by utilising both their own experience and also the knowledge gained during the module;

Assessment. An individual written assignment will constitute the main summative form of assessment. The overall assessment will comprise two elements, i.e. a group presentation (30%) and an individual written assignment (70%)

The group presentation will require you to collaborate with other students in order to complete the task of researching and reflecting upon a selected issue within the field of global business, with the aim of collectively presenting a critical analysis of this issue. The issue is likely to centre upon a company's strategic responses to change within the business environment.

The individual assignment will require you to demonstrate an ability to research, critically analyse and formulate well-informed, well-argued and well-presented answers to a question relating to a specific contemporary issue in global business; the research focus is on the student as researcher.

Feedback. Feedback on your performance will be provided through the following means: throughout the duration of the module, a forum on the Blackboard site will provide opportunities for you to exchange ideas and opinions with other students and with tutors; during the course of the assessment preparation period, you will be given opportunities to present a summary of your work in progress and to request feedback or clarification from tutors; feedback on your completed assignment tasks will be provided by means of assessment matrices and also by tutors' written comments.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Group Presentation	PR	30%		No
2	Coursework	CW	70%	3000 words	No

4 INDICATIVE MODULE CONTENT

- introduction: an explanation of the module's aims and objectives; overview of the global dimensions of business;
- concepts and theories of globalisation and of their relevance for global business;
- governance issues in the global economy and in global business;
- global shift: changing patterns of trade and investment in the global market place;
- strategic responses of companies to threats and opportunities within global markets (e.g. opportunities for mergers and acquisitions, strategic alliances, off-shoring etc);
- perspectives on the 'global triad': competitive strategies for doing business in the contemporary global triad;
- the rise of the 'BRIC' economies. The implications of this rise for global business;
- corporate responsibility as a global issue.

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.**
- **THIS INFORMATION CAN BE FOUND IN**
 - the module handbook
 - the module blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review