



UNIVERSITY OF WAES: TRINITY SAINT DAVID PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

Birmingham Learning Centre

MODULE NAME: THE GLOBAL BUSINESS ENVIRONMENT

MODULE CODE: LCBB4005_BIRM

NUMBER OF 20

CREDITS:

JACKS CODE: N100

EXPECTED 50 hrs. [Scheduled Lectures]

LEARNING HOURS: 150 hrs. [Independent Study]

LEVEL: UG 4

Module Aims:

- To provide the student with the knowledge of basic economic concepts and business models which are considered relevant in understanding the role of international businesses in the global economy.
- To introduce student`s to the environmental forces and business factors that shape the micro and macro environment for international businesses.
- To examine how these forces may influence business decisions, and shape business strategy and operations in the modern global economy.

Learning Outcomes:

Upon the successful completion of this module, the student should be able to:

- Recognise the major forces shaping the global business environment, and to gain an understanding of the changing global business environment.
- Apply relevant business models (Porter's Diamond, Value Network, Five Forces, etc.) within the context of an international environmental analysis (PESTEL).
- Identify, and critically evaluate, the reasons why organisations engage in international trade.
- Assess markets in action by understanding the microeconomic and macroeconomic foundations of different market structures and their influence on firm`s strategy, long-run and short-run changes, and major features of the current international economy.

Assessment Criteria:

ASSESSMENT:	VOLUME	WEIGHING	SUBMISSION DATES:
1. ESSAY:	2500 words ($\pm 10\%$)	50%	28 th June 2023
2. WRITTEN EXAM:	2-hour exam Part A: 10 MCQ Part B: SAQs	50%	23 rd July 2023
TOTAL:		100%	
PASS MARK	You need 40% to pass the module	40%	
SUPPLEMENTARY:	You will resubmit essay and do exam if you fail to score 40%		

Reading List:

Essential	Morrison, J (2023) The Global Business Environment, Sustainability in the Balance, 6th Edition. Morrison, J (2016) The Global Business Environment Challenges and Responsibilities, 4th Edition, Palgrave.
Essential	Johnson, Whittington, Scholes, Angwin and Regner (2017) Exploring Strategy: Text and Cases, 11th Edition, Pearson Education
Essential	Worthington, I., Britton, C., (2014) The Business Environment, 7th Edition, Pearson
Further	Palmer A., Hartley, B., (2012), 'The Business Environment', 6th Edition, McGraw-Hill International Edition
Further	Atrill, P. and McLaney, E. (2012) Accounting and finance for non-specialists, 8th Edition, Harlow: Prentice Hall Atrill, P., McLaney, E. (2012) Accounting and finance for non-specialists, 8th Edition, Harlow: Prentice Hall
Further	Daniels, D., Radebaugh, H., Sullivan, D., (2014) International Business – Environments and Operations, 15th Edition, Pearson
Further	Sloman, J., Hinde, K., Garratt, D., (2013) Economics for Business, Pearson
Further	Griffiths, A., Stuart, W., (2011) Economics for Business and Management 3rd Edition, Prentice Hall

Teaching Weeks and Topics:

Week	Topic
1	Introduction to the Global Business Environment
2	The Political and Legal Environment affecting businesses
3	The Global Economic Environment
4	The Social and Demographic environment affecting businesses
5	The Technological and environmental factors impacting businesses/ CSR
6	Workshop and Assignment Submission
7	The Competitive Environment
8	Market Structures
9	Global Strategies
10	Workshop
11	Exam