



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

School of Business

London Campus

The Global Business Environment
LCBB4005

MODULE CODE: LCBB4005
TITLE: The Global Business Environment
DATED: 13/06/2018
LEVEL: 4
CREDITS: 20
JACS CODE: N100

AIM(S)

- 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 the student to 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 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, understanding their micro-economic and macro-economic foundations, different market structures and their influence on firm strategy, long-run and short-run changes, and major features of the current international economy.

INDICATIVE CONTENT

- PESTEL analysis to assess the external business environment, which includes an individual discussion of each of the forces separately, as well as the various Models to analyse the competitive environment, such as Porter's Five Forces.

- Basic strategic management tools relevant for an internal analysis of organisations, such as Porter's Generic Strategies, Boston Consulting Group Matrix, Value Chain etc.
- Features of major regional trading groups, such as the European Union, NAFTA, etc.
- Current levels, and trends, of global trade and business.
- Characteristics and relevance of key organisations.
- Features of international trade, such as exchange rate, import/export regulations, etc.
- Basic economic concepts, such as supply and demand, price elasticities, cost analysis etc.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 - Coursework

Mode of assessment	Volume	Weighting
Essay	2500 words	50%

Assessment Component 2 – Written exam

Mode of assessment	Volume	Weighting
Exam	2 hours	50%

Assessment Summary

Activity type	Percentage
Written exam	50%
Coursework	50%
Practical	0%
TOTAL	100%

READING LIST

Module Code	LCBB4005	
Module Title	The Global Business Environment	
Classification	Reading List entry	Electronic*
Essential	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, 11 th Edition, Pearson Education.	☐
Essential	Worthington, I., Britton, C., (2014) The Business Environment, 7 th 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, 15 th 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	☐