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| <b>Module code: MOD007191</b> | <b>Version: 3    Date Amended: 13/Jul/2022</b> |
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| <b>1. Module Title</b>                                 |
| Global Business Environment and International Strategy |

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| <b>2a. Module Leader</b> |
| Nandan Sengupta          |

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| <b>2b. School</b>                    |
| School of Economics, Finance and Law |

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| <b>2c. Faculty</b>          |
| Faculty of Business and Law |

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| <b>3a. Level</b> |
| 4                |

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| <b>3b. Module Type</b> |
| Standard (fine graded) |

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| <b>4a. Credits</b> |
| 30                 |

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|------------------------|
| <b>4b. Study Hours</b> |
| 300                    |

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|--|--------------------|--------------------|------------------|
| <b>5. Restrictions</b>                             |                    |                    |                  |
| <b>Type</b>  | <b>Module Code</b> | <b>Module Name</b> | <b>Condition</b> |
| Pre-requisites:                                    | None               |                    |                  |
| Co-requisites:                                     | None               |                    |                  |
| Exclusions:  | None               |                    |                  |
| <b>Courses to which this module is restricted:</b> |                    |                    |                  |

## LEARNING, TEACHING AND ASSESSMENT INFORMATION

### 6a. Module Description

You'll explore the factors that affect business, from a mostly external perspective, including elements of globalisation and international business and the fundamental skills needed in the world of business. Political, Economics, Social, Legal, Ecological and Technological factors will be examined in the macro business environment and how these interact in a competitive environment with globalisation, technological and social change to create complex strategic options for organisations. You will also explore in some detail the concept of sustainability and introductory economics.

### 6b. Outline Content

Globalization; basic economic theories and principles; the global economy; the competitive environment; country attractiveness; political risk; foreign direct investment; supply and value chains; the sociocultural environment; technological development and its impact on international business; sustainability and ESG (Environment, Society, Governance); corporate social responsibility; business ethics and data privacy.

### 6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

### 6d. Specialist Learning Resources

None

## 7. Learning Outcomes (threshold standards)

| No. | Type  | On successful completion of this module the student will be expected to be able to:                                  |
|-----|---|--|
| 1   | Knowledge and Understanding                                 | Identify, describe and assess the factors that shape and change the global business environment.                     |
| 2   | Knowledge and Understanding                                 | Demonstrate an understanding of globalisation and key developments in the global economy.                            |
| 3   | Knowledge and Understanding                                 | Demonstrate an appreciation of the key factors of the external environment in which international businesses operate |
| 4   | Intellectual, practical, affective and transferrable skills | Demonstrate the ability to apply fundamental economic models to scenarios and data sets                              |
| 5   | Intellectual, practical, affective and transferrable skills | Demonstrate development in research skills, critical thinking and essay construction;                                |

| 8a. Module Occurrence to which this MDF Refers |            |   |          |                  |
|--|------------|---|----------|------------------|
| Year   | Occurrence | Period                                      | Location | Mode of Delivery |
| 2022/3   | ZZF        | Template For Face To Face Learning Delivery |          | Face to Face     |

| 8b. Learning Activities for the above Module Occurrence |       |                   |  |
|---|-------|-------------------|--|
| Learning Activities                                     | Hours | Learning Outcomes | Details of Duration, frequency and other comments  |
| Lectures  | 0     | N/A               | N/A  |
| Other teacher managed learning                          | 49    | 1-5               | Tutor-led Workshop (2 hr x 11 weeks) 2 hour Student-led Workshop (2 hr x 12 weeks) Cambridge and Chelmsford delivery: Screencast or equivalent (20 minute maximum) x 10 weeks minimum. |
| Student managed learning                                | 251   | 1-5               | Learning activities provided and explained on Canvas and assessment preparation.   |
| TOTAL:  | 300   |                   |  |

| 9. Assessment for the above Module Occurrence |                   |                   |               |                         |                     |
|---|-------------------|-------------------|---------------|-------------------------|---------------------|
| Assessment No.                                | Assessment Method | Learning Outcomes | Weighting (%) | Fine Grade or Pass/Fail | Qualifying Mark (%) |
| 010   | Coursework        | 1-5               | 100 (%)       | Fine Grade              | 30 (%)              |
| Essay 3000 words                              |                   |                   |               |                         |                     |

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| <p>In order to pass this module, students are required to achieve an overall mark of 40%.</p> <p>In addition, students are required to:</p> <p>(a) achieve the qualifying mark for each element of fine graded assessment of as specified above</p> <p>(b) pass any pass/fail elements</p> |
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