

Module code: MOD007191		Version: 5 Date Amended: 25/Sep/2024	
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1. Module Title			
Global Business Environment and International Strategy			

2a. Module Leader			
Nandan Sengupta			

2b. School			
School of Economics, Finance and Law			

2c. Faculty			
Faculty of Business and Law			

3a. Level			
4			

3b. Module Type			
Standard (fine graded)			

4a. Credits			
30			

4b. Study Hours			
300			

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

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 socio cultural environment; technological development and its impact on international business; sustainability and ESG (Environment, Society, Governance); corporate social responsibility; business ethics and data privacy,
- Strategic thinking
- Digital Space and Technology application
- Sustainable practices - to align with evolving contemporary trends in the global business space.

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
2025/6	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	60 (%)	Fine Grade	30 (%)
A presentation followed by constructive feedback for improvement 10 minutes approx.					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-5	40 (%)	Fine Grade	30 (%)
A reflective essay of 1000 words that should reflect on the 010 presentation.					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment as specified above

(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]