

Module code: MOD008200	Version: 5 Date Amended: 06/Jan/2025
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1. Module Title
Global Business Strategy

2a. Module Leader
PARMINDER Summon

2b. School
Faculty of Business Innovation and Entrepreneurship at ARU Peterborough

2c. Faculty
ARU Peterborough

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

In this module, you will embrace the fundamental principles of global business strategy, exploring how organisations operate and compete in a fast changing, complex and interconnected world. You will examine the political, economic, socio-cultural, technological, environmental and legal forces shaping international markets and learn how firms develop strategies to survive, expand, adapt, and sustain competitive advantage across borders. Taken together, these factors present many challenges and opportunities for international markets. You will go on to explore how these external factors of the business environment can be linked to the internal factors within the sector and company context that could determine the strengths, weaknesses, opportunities and threats facing organisations seeking to compete in global markets. You will explore the concept of globalisation and examine its positive and negative impacts in different international markets as well as examining the need for companies to operate in ethical ways to meet corporate social responsibility expectations.

6b. Outline Content

- Introduction to globalisation including historical and contemporary trends in global trade as well as debates on the pros and cons of globalisation.
- Introduction to international market entry strategies, including modes of export and international growth.
- Exploring the external environment facing companies in international markets by applying the PESTEL framework.
- Exploring the internal environment of company sectors and organisations by applying the SWOT framework.
- Application of a range of theories, concepts and frameworks to understand international markets including Hofstede's cultural dimensions approach, Porter's generic strategies, international trade theories, Bartlett and Ghosal Matrix, Porter's 5 Forces framework, VRIO model, Blue Ocean framework, global supply chain models and Corporate Social Responsibility.

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 key drivers of globalisation and their impact on business.
2	Knowledge and Understanding	Demonstrate an appreciation of the key factors of the external environment in which international businesses operate.
3	Knowledge and Understanding	Demonstrate an appreciation of the key factors of the internal environment facing business sectors and companies in which international businesses operate.
4	Intellectual, practical, affective and transferrable skills	Demonstrate the ability to apply relevant theories, concepts and strategic frameworks to real-world international companies.
5	Intellectual, practical, affective and transferrable skills	Demonstrate ability to apply critical thinking on ethical and sustainability issues in global business.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2026/7	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	2 hour Tutor-led Workshop (2 hr x 11 weeks) 2 hour Student-led Workshop (2 hr x 12 weeks) 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

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-5	50 (%)	Fine Grade	30 (%)

1500 word (or equivalent) Component-based Portfolio Assignment

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Practical	1-4	50 (%)	Fine Grade	30 (%)

Group Electronic Presentation of Portfolio findings with group reflective narrative

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]