

Global Business Environment

Module Code:	SIB3001-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 3

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	24
Seminar	36
Directed Study	140

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

The aim of this module is to give you a knowledge of a range of business organisations operating within the UK and the factors that shape the nature of organisations operating in a complex business world. It will also develop the skills and knowledge required to make a successful transition to study at degree level in a range of disciplines.

Outline Syllabus

Types of business organisations and their ownership including local, national and global businesses in the private, public and third sector

How businesses are organised to achieve their purpose

Impact of the economic, political, social, legal, cultural and technological environment on business national and globally

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 Describe the types of business, purpose and ownership of a range of organisations operating in the UK and globally
- 2 Identify how economic, political, social, technological, environmental and ethical factors impact on business activities and their stakeholders
- 3 Assess the impact of cultural factors that influence global business operations
- 4 Communicate information coherently verbally and in writing

Learning, Teaching and Assessment Strategy

Students will develop understanding and application of knowledge through the use of lectures, tutorials, seminars and group work. This can include both face to face and online learning. LO 1, 2, 3,4.

Guest lectures will supplement the teaching session.

The module VLE site will support students with a range of class resources, on line resources, reading lists with guidance and external links. Students will be supported in their development by the structured nature of the assessment. Formative feedback will be provided on activities undertaken and the development of the assessment report in class in groups and individually LO 1.2.3.4

Students will be supported to use PebblePad to reflect on their personal development throughout the programme.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Presentation	Group presentation (supplementary assessment is an individual piece of work)		25%	Yes
Summative	Coursework	Individual report	-3000 words	75%	No

Legacy Code (if applicable)

Reading List

To view Reading List, please go to [rebus:list](#).