1. **Title of the module**

BUSN3430 (CB343) The Global Business Environment

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 4

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn or Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BSc Management, BSc International Business and BSc Marketing and associated programmes.

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Develop knowledge of the global business environment by analysing specific real-world examples.

8.2 Understand the complexity and diversity associated with undertaking business internationally.

8.3 Understand the premises of, and risks associated with, international business.

8.4 Understand different approaches for competing internationally, and their advantages and disadvantages.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Explain, and begin to analyse, international business situations.

9.2 Source, select and use effectively relevant information.

9.3 Undertake personal responsibility and self-discipline in studying independently.

9.4 Demonstrate and enhance communication skills.

1. **A synopsis of the curriculum**

The module will cover various aspects of the changing international business environment, and their impact upon business operations and strategy. It will give students an appreciation of the business difficulties faced; the variety of factors influencing the choices and compromises that have to be made in international businesses, and the implications of those for the future viability and effectiveness of the organisations concerned.

An indicative list of topics is given below:

1. Globalisation
2. External environment in a cross-border context
3. Introduction to international trade
4. Introduction to international investment
5. Global finance
6. Technology,Innovation and sustainability
7. Introduction to international entrepreneurship
8. Social responsibility and ecological environment
9. Challenges, risks and change
10. variety of geopolitical country contexts
11. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Morrison, J. (2017). *The global business environment: Challenges and responsibilities*. London: Palgrave Macmillan Education.

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Essay (30%)

VLE Test/Quiz (10%)

Exam, 2 hour (60%)

13.2 Reassessment methods

100% examination

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Lectures | X | X | X | X | X |  | X |  |
| Seminars | X | X | X | X | X | X | X | X |
| Private Study | X | X | X | X | X | X |  | X |
| **Assessment method** |  |  |  |  |  |  |  |  |
| VLE Test/Quiz | X | X | X | X | X | X | X | X |
| Essay | X | X | X | X |  | X | X |  |
| Examination | X | X | X | X | X | X | X | X |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

The module will have a particular focus on global business environment issues. The lectures and seminars will cover key aspects of the changing global business environment, and their impact upon business operations. It will give students an appreciation of the business difficulties faced, regionally and internationally.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 07/01/2019 | Minor | January 2020 | 5, 9-12, 17 | No |
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