1. **Title of the module**

CB377: 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 (ECTS 7.5)

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

This module is to be taught as part of the new Chartered Manager Degree Apprenticeship which will be delivered by a part-time blended learning approach.

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

None

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

BSc Management

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.

10. **A synopsis of the curriculum**

The module will cover various aspects of the changing global environment. An indicative list of topics is given below;

Part A: Framing the Business Environment

* Introduction: Business Enterprise, globalisation, and institutions
* The economic environment
* The political environment
* The legal environment
* The cultural environment

Part B: Shaping International Business Activities

* International trade
* Global finance
* Technology and Innovation

Part C: Emerging Issues

* Social responsibility and ecological environment
* Geopolitical context and international risk

**11. Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Harrison, A. (2013). Business Environment in a Global Context, Second edition. Oxford University Press, Oxford. ISBN: 9780199672585 (e-book also available).

Leslie Hamilton, L. and Webster, P. (2015). The International Business Environment, 3rd Edition. Oxford University Press, Oxford. ISBN: 9780198704195.

1. **Learning and teaching methods**

The total study time for this module is 150 hours incorporating online e-learning, work-based experience and private study.

Teaching is delivered as a blended learning approach. VLE-delivered E-activities, VLE-delivered practicals and work activities serve to reinforce material presented online and also relate directly to the learning objectives. These are specifically based on enabling students to relate their theoretical knowledge to the workplace in a variety of industries.

Work-based experience serves to reinforce and provide real-life context to the material being delivered in the module.

Private study encompasses the revising of all material presented in the above various forms of teaching and learning, together with the opportunity to explore and read more widely around specific topics.

1. **Assessment methods**

The module will be assessed through:

* 40% coursework comprising an essay (30%) and a VLE test/quiz (10%)
* Two hour, closed book examination (60%) at the end of the year.

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)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** |  | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** | **Hours allocated** |  |  |  |  |  |  |  |  |
| Private Study | *50* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Teaching | *50* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Work-based experience | *50* |  |  |  |  | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| VLE Test/Quiz | 10% | X | X | X | X | X | X | X | X |
| Essay | 30% | X | X | X | X |  | X | X |  |
| Examination | 60% | 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**

Blended learning, Medway, Canterbury, Employer

1. **Internationalisation**

The module content and cases used in practical sessions will focus on using emerging markets and developed countries’ companies to explore and link theory to practice. There may be non-British students; employers may be international companies.

**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.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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