

# IB249-15 Global Environment of Business

**20/21**

**Department**

Warwick Business School

**Level**

Undergraduate Level 2

**Module leader**

Fred Dahlmann

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

Student should develop a critical understanding of the major global trends and issues facing business in the 21st century; be able to respond to a challenge-led competition to win the “WBS – For the Future Prize” by working on a group-based assignment; develop a variety of transferable CORE and module specific skills.

[Module web page](#)

### Module aims

Increase their understanding of the global business environment including key issues and factors such as global megatrends, grand challenges and the wicked problems of the Anthropocene. Examine the importance and interconnections between the different UN Sustainable Development Goals as an international framework for action  
Develop a variety of transferable CORE and module-specific skills. Specifically, students will acquire and develop the following skills:

WBS CORE skills:

Work effectively in teams and build interpersonal relations  
Demonstrate skills of creativity and curiosity  
Manage time and prioritise work  
Demonstrate argumentation skills  
Practice critical thinking and informed judgement  
Module specific skills:  
Carry out desk research and analyse information  
Combine and compare interdisciplinary knowledge  
Demonstrate project management, teamwork and leadership skills  
Demonstrate written and oral skills for business presentation and communication  
Be aware of and accept responsibility for the importance and impact of global ecological and social factors shaping the business environment of the 21st century

## **Outline syllabus**

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

An indicative syllabus is based on the following lecture titles:

Welcome to Global Environment of Business  
Wicked problems and global mega-challenges  
Team formation and ideation (taught in collaboration with xyz)  
Design for impact  
Research and analysis (taught in collaboration with Library Academic Services)  
Effectuation and stakeholder engagement  
Project implementation planning - Circular economy  
Individual assignment details  
Strategic implementation of the UN SDGs  
Embedding sustainability in strategy

## **Learning outcomes**

By the end of the module, students should be able to:

- Appreciate the importance and impact of socio-economic and ecological factors on the global business environment of the 21st century.
- Understand the nature and significance of global megatrends, wicked problems, grand challenges and the “Anthropocene” for business.
- Practical engagement with the Agenda 2030 and the UN Sustainable Development Goals as an international framework for action.
- Application of strategic tools and frameworks to analyse and implement sustainability challenges in business.

## **Indicative reading list**

As this is a fast-evolving subject there is no core text. A Talis Reading List has been created which

includes a wide range of reports, datasets, books and articles on the key themes and issues of relevance to this module. The following texts are indicative recommendations only and may be subject to change:

Business & Sustainable Development Commission (2017). Better Business - Better World. The report of the Business & Sustainable Development Commission. January 2017.

<http://report.businesscommission.org/>

Sustainable Development Solutions Network, 2019:

[https://s3.amazonaws.com/sustainabledevelopment.report/2019/2019\\_sustainable\\_development\\_report.p](https://s3.amazonaws.com/sustainabledevelopment.report/2019/2019_sustainable_development_report.pdf)

UN Global Compact & Accenture, 2019: <https://www.unglobalcompact.org/news/4481-09-24-2019>

Macondo Foundation 2019: <https://www.yumpu.com/en/document/read/62803620/aliging-profit-with-purpose-global-goals-yearbook-2019->

Lecture slides also include a variety of references and links for further reading. Readings include a wide range of reports and assessments provided by consultancies, government agencies, think tanks, and other sources. These are further complemented by topical news articles and other media reports posted live on the module forum page.

## Subject specific skills

Carry out desk research, analyse and integrate information.

Combine and compare interdisciplinary knowledge.

Be aware of and accept responsibility for the importance and impact of global ecological and social factors shaping the business environment of the 21st century.

## Transferable skills

Work effectively in teams and build interpersonal relations.

Demonstrate project management, teamwork and leadership skills.

Demonstrate written and oral skills for business presentation and communication.

Demonstrate skills of creativity and curiosity.

Practice entrepreneurial thinking skills.

Manage time and prioritise work.

Demonstrate argumentation skills.

Practice critical thinking and informed judgement.

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## Study

### Study time

Type	Required
Lectures	10 sessions of 2 hours (13%)
Project supervision	10 sessions of 1 hour (7%)
Private study	47 hours (31%)
Total	150 hours

Type	Required
Assessment	73 hours (49%)
Total	150 hours

## Private study description

No private study requirements defined for this module.

## Costs

No further costs have been identified for this module.

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## Assessment

You do not need to pass all assessment components to pass the module.

### Assessment group A

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment	70%	51 hours	Yes (extension)

Reassessment component is the same

Assessment component

Group Project	30%	22 hours	No
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Reassessment component

Individual Assignment	Yes (extension)
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## Feedback on assessment

Feedback via My.WBS

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## Availability

# Courses

This module is Core for:

- UIBA-N20B BSc in Management
  - Year 2 of N20B Management
  - Year 2 of N20B Management
  - Year 2 of N23K Management with Accounting
  - Year 2 of N234 Management with Digital Business
  - Year 2 of N235 Management with Entrepreneurship
  - Year 2 of N232 Management with Finance
  - Year 2 of N252 Management with Marketing
  - Year 2 of N23L Management with Strategy and Organisation
- Year 2 of UIBA-N400 Undergraduate Accounting and Finance
- Year 3 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- Year 2 of UIBA-N1RA Undergraduate International Business with French
- Year 2 of UIBA-N1RB Undergraduate International Business with German
- Year 2 of UIBA-N1RC Undergraduate International Business with Italian
- Year 2 of UIBA-N1RD Undergraduate International Business with Spanish
- UIBA-N20F Undergraduate International Management
  - Year 2 of N20F International Management
  - Year 2 of N20F International Management
  - Year 2 of N20S International Management (with Accounting)
  - Year 2 of N20T International Management (with Chinese)
  - Year 2 of N20P International Management (with Entrepreneurship)
  - Year 2 of N20M International Management (with Finance)
  - Year 2 of N20U International Management (with French)
  - Year 2 of N20L International Management (with Marketing)
  - Year 2 of N20V International Management (with Spanish)
  - Year 2 of N20W International Management (with Strategy and Organisation)
  - Year 2 of N20N International Management with Digital Business
  - Year 2 of N20E Management (with Foundation Year)
  - Year 2 of N234 Management with Digital Business
- UIBA-N20E Undergraduate Management (with Foundation Year)
  - Year 3 of N20E Management (with Foundation Year)
  - Year 3 of N23N Management with Accounting (with Foundation Year and Placement Year)
  - Year 3 of N23M Management with Accounting (with Foundation Year)
  - Year 3 of N23E Management with Digital Business (with Foundation Year)
  - Year 3 of N23F Management with Entrepreneurship (with Foundation Year)
  - Year 3 of N23D Management with Finance (with Foundation Year)
  - Year 3 of N252 Management with Marketing
  - Year 3 of N254 Management with Marketing (with Foundation Year)
  - Year 3 of N23P Management with Strategy and Organisation (with Foundation Year)