

IB249-15 Global Environment of Business

21/22

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

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/aligning-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.

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (26%)
Project supervision	10 sessions of 1 hour (13%)
Private study	47 hours (61%)
Total	77 hours

Private study description

No private study requirements defined for this module.

Costs

No further costs have been identified for this module.

Assessment

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

Assessment group A

	Weighting	Study time
Individual Assignment	70%	51 hours
Group Project	30%	22 hours

Feedback on assessment

Feedback via My.WBS

Availability

There is currently no information about the courses for which this module is core or optional.