

# IB2C6-15 Global Environment of Business (AISP)

**23/24**

**Department**

Warwick Business School

**Level**

Undergraduate Level 2

**Module leader**

Fred Dahlmann

**Credit value**

15

**Module duration**

2 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

This module will provide students with fundamental knowledge and tools as well as opportunities to develop their skills needed for understanding and practicing management in the 21st century. The module will look at contemporary issues of globalisation and sustainability, and how firms navigate through uncertain times, and in diverse markets.

The module has been designed to give insights of global issues through the lens of both business and wider society.

[Module web page](#)

### Module aims

To develop a critical understanding of the global megatrends and grand challenges and issues facing business in the 21st century;

To acquire fundamental knowledge and strategic tools to practice business management in the 21st century;

To develop a variety of transferable core skills.

## 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 sessions and topics:

- Economic growth vs. sustainable development
- Doing business in emerging and developed countries
- Political, Economic, Social, Technological, Ecological, and Legal Environment of Business
- Cultural competence in global business
- The UN Sustainable Development Goals
- Global megatrends and mega challenges
- Strategic implementation of the UN SDGs
- Strategic thinking and planning – skills and tools
- Stakeholder engagement
- Embedding sustainability in strategy

## Learning outcomes

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

- Appreciate the importance and impact of socioeconomic, political, technological and ecological factors on the global business environment of the 21st century.
- Understand the nature and significance of global megatrends and grand challenges for business.
- Engage with the Agenda 2030 and the UN Sustainable Development Goals as an international framework for action.
- Apply the strategic tools and frameworks to analyse international challenges in business.
- 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.
- Manage time and prioritise work
- Demonstrate argumentation skills.
- Practice critical thinking and informed judgement.

## Indicative reading list

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:

- Brooks, I., Weatherston, J., & Wilkinson, G., MBA. (2011). The international business environment: Challenges and changes (2nd ed.). Financial Times/Prentice Hall.

- Business & Sustainable Development Commission (2017). Better Business - Better World. The report of the Business & Sustainable Development Commission. January 2017. <http://report.businesscommission.org/>
- Hamilton, L., & Webster, P. (2015). The international business environment (Third ed.). Oxford University Press.
- Hill, C. W. L. (2021). International business: Competing in the global marketplace (International student; Thirteenth; ed.). McGraw Hill.
- House, R., Javidan, M., Hanges, P. & Dorfman. (2002). Understanding cultures and implicit leadership theories across the globe: and introduction to project GLOBE. *Journal of World Business*, 37, 3-10
- Kirkman, B.L., Lowe, K.B., & Gibson, C. (2017). A retrospective on "Culture's Consequences": the 35-year journey. *Journal of International Business Studies*, 48(1), 12-29.
- Ritzer, G. (2015). *Globalization: A basic text* (Second ed.). John Wiley & Sons, Inc.
- Sustainable Development Solutions Network, 2019: [https://s3.amazonaws.com/sustainabledevelopment.report/2019/2019\\_sustainable\\_development\\_re](https://s3.amazonaws.com/sustainabledevelopment.report/2019/2019_sustainable_development_re)
- The oxford handbook of international business strategy (2021). In Meyer K., Narula R., Surdu I. and Verbeke A.(Eds.), . Oxford University Press USA - OSO.
- UN Global Compact & Accenture, 2019: <https://www.unglobalcompact.org/news/4481-09-24-2019>.
- Verbeke, A. & Lee, I. 2022, *International business strategy: rethinking the foundations of global corporate success*, Third edn, Cambridge University Press, Cambridge, United Kingdom.

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.

## **Interdisciplinary**

The module is designed to provide the students with an understanding of relationships between the different disciplinary areas within business & management, particularly strategic thinking. It also invites to the students to make connections with other disciplinary areas covered in their main study programme. It provides the students with a critical understanding of dominant traditions and methodologies associated with the main phenomena covered in the module and enables the students to transcend disciplinary boundaries. The interdisciplinary course cohort provides contact opportunities and learning to see from different perspectives is a core aspect of the learning experience.

## **International**

The module draws on cases from different contexts, including different geopolitical areas, professional environments and linguistic contexts. The content and assessment invite the students to reflect on the societal relevance in different environments of the phenomena covered in the module. The assessment involves students working in groups with academic and ideally non-

academic stakeholders which (will) allow for a global and local outlook to be built into the module's work. The international and diverse course cohort provides contact opportunities and learning to see from different perspectives is a core aspect of the learning experience.

### **Subject specific skills**

Carry out desk research, analyse and integrate information.

Combine and compare interdisciplinary knowledge.

Develop strategic thinking skills.

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**

Strategic thinking - appreciate the difference between strategic thinking and strategy implementation.

Work effectively with others in group tasks and in teams.

Plan and manage time in projects.

Develop strong analytical skills.

Find, evaluate and use previous research at a level appropriate for an intermediate year module.

Use a range of tools and resources effectively in the preparation of course work.

Use appropriate analytic methods to analyse research data on corporate sustainability.

Read academic papers effectively in the context of an intensive programme.

Communicate clearly and effectively in discussions.

Communicate ideas effectively in writing.

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## **Study**

### **Study time**

<b>Type</b>	<b>Required</b>
Lectures	10 sessions of 2 hours (13%)
Practical classes	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	72 hours (48%)
Total	150 hours

### **Private study description**

Private Study.

### **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.

Students can register for this module without taking any assessment.

### Assessment group A1

	<b>Weighting</b>	<b>Study time</b>
Individual Assignment (15 CATS)	70%	50 hours
Group Project (15 CATS)	30%	22 hours

### Feedback on assessment

Feedback via my.wbs.

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## Availability

### Pre-requisites

N/A.

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