

# IB249-15 Global Business Strategy and Sustainability

**24/25**

**Department**

Warwick Business School

**Level**

Undergraduate Level 2

**Module leader**

Christiane Bellucci

**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

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 lecture titles:

- 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:

- Understand the importance and impact of socio-economic, 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.
- Practical engagement with the Agenda 2030 and the UN Sustainable Development Goals as an international framework for action.
- Understanding of how to apply strategic tools to analyse international challenges in business.
- Work effectively in teams, build interpersonal relations and leadership skills.
- Demonstrate written and oral skills for business presentation and communication.
- Practice entrepreneurial thinking, creativity and curiosity 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.
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**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)
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**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.
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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

- Analyse, combine and compare interdisciplinary knowledge.
- Develop strategic thinking skills.
- Be aware of the importance of global, political, economic, technological, legal, ecological and social factors shaping the business environment of the 21st century.

## Transferable skills

- Work effectively in teams, build interpersonal relations and leadership skills.
  - Demonstrate written and oral skills for business presentation and communication.
  - Practice entrepreneurial thinking, creativity and curiosity skills.
  - Practice critical thinking and informed judgement.
  - Appreciate the difference between strategic thinking and strategic implementation and the importance of making ethical and sustainable decisions.
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## Study

### Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Project supervision	10 sessions of 1 hour (7%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	47 hours (31%)
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 A3

	<b>Weighting</b>	<b>Study time</b>
Individual Assignment	80%	58 hours
Group Project	20%	15 hours

## 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
- UIBA-N404 Undergraduate Accounting and Finance (with Foundation Year and Placement/Undergraduate Partnership Programme)
  - Year 3 of N404 Accounting and Finance (Foundation Year and Placement)
  - Year 3 of N405 Accounting and Finance (Foundation Year and UPP)
  - Year 3 of N403 Accounting and Finance (with Foundation Year)
- Year 3 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N401 Undergraduate Accounting and Finance (with Placement Year/Undergraduate Partnership Programme)
  - Year 2 of N401 Accounting and Finance (Placement)
  - Year 2 of N402 Accounting and Finance (Undergraduate Partnership Programme)
- 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-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
  - Year 3 of N20J Management (Foundation Year and Placement)
  - Year 3 of N20K Management (Foundation Year and UPP)
  - Year 3 of N23H Management with Digital Business (with Foundation Year and Placement Year)
  - Year 3 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
  - Year 3 of N23G Management with Finance (with Foundation Year and Placement Year)
  - Year 3 of N255 Management with Marketing (with Foundation Year and Placement Year)
- 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)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
  - Year 2 of N20M International Management (with Finance)
  - Year 2 of N20B Management
  - Year 2 of N20D Management (Undergraduate Partnership Programme)
  - Year 2 of N20C Management (with Placement Year)
  - Year 2 of N20Q Management with Accounting (with Placement Year)
  - Year 2 of N236 Management with Digital Business (with Placement Year)
  - Year 2 of N237 Management with Entrepreneurship (with Placement Year)
  - Year 2 of N232 Management with Finance
  - Year 2 of N233 Management with Finance (with Placement Year)
  - Year 2 of N253 Management with Marketing (with Placement Year)
  - Year 2 of N20R Management with Strategy and Organisation (with Placement Year)