

IB249-15 Global Business Strategy and Sustainability

26/27

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

Description

Introductory description

This module is only open to WBS undergraduate students, and some students taking joint degrees with WBS and another department. Students from other departments cannot take this module. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

[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

[Reading lists can be found in Talis](#)

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.

Assessment

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

Assessment group A4

Assessment component	Weighting	Study time	Eligible for self-certification
Individual Assignment	80%	58 hours	Yes (extension)

Weighting Study time Eligible for self-certification

Reassessment component is the same

Assessment component

Group Project 20% 15 hours No

Reassessment component

Individual Assignment Yes (extension)

Feedback on assessment

Feedback via My.WBS

Availability

Post-requisite modules

If you pass this module, you can take:

- EC347-15 Topics Explored in Economics and Management

Courses

Course availability information is based on the current academic year, so it may change.
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 N4N7 Accounting and Finance (Foundation Year and Intercalated)
 - 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-N220 Undergraduate International Management (with Foundation Year)
 - Year 3 of N220 International Management (with Foundation Year)
 - Year 3 of N221 International Management with Accounting (with Foundation Year)
 - Year 3 of N226 International Management with Chinese (with Foundation Year)
 - Year 3 of N223 International Management with Digital Business (with Foundation Year)
 - Year 3 of N224 International Management with Entrepreneurship (with Foundation Year)
 - Year 3 of N222 International Management with Finance (with Foundation Year)
 - Year 3 of N227 International Management with French (with Foundation Year)
 - Year 3 of N225 International Management with Marketing (with Foundation Year)
 - Year 3 of N228 International Management with Spanish (with Foundation Year)
 - Year 3 of N229 International Management with Strategy and Organisation (with Foundation Year)
- 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 N235 Management with Entrepreneurship
 - 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 N23L Management with Strategy and Organisation
 - Year 2 of N20R Management with Strategy and Organisation (with Placement Year)