

Module Details	
Module Title:	Global Business Environment
Module Code:	SIB3001-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 3
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	24
Seminar	12
Directed Study	140

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims
The aim of this module is to give you a knowledge of a range of business organisations operating within the UK and the factors that shape the nature of organisations operating in a complex business world. It will also develop the skills and knowledge required to make a successful transition to study at degree level in a range of disciplines.

Outline Syllabus
Types of business organisations and their ownership including local, national and global businesses in the private, public and third sector
How businesses are organised to achieve their purpose

Impact of the economic, political, social, legal, cultural and technological environment on business national and globally

Learning Outcomes

1	Describe the types of business, purpose and ownership of a range of organisations operating in the UK and globally
2	Identify how economic, political, social, technological, environmental and ethical factors impact on business activities and their stakeholders
3	Assess the impact of cultural factors that influence global business operations
4	Communicate information coherently verbally and in writing

Learning, Teaching and Assessment Strategy

Students will develop understanding and application of knowledge through the use of lectures, tutorials, seminars and group work. This can include both face to face and online learning. LO 1, 2, 3,4.

Guest lectures will supplement the teaching session.

The module VLE site will support students with a range of class resources, on line resources, reading lists with guidance and external links. Students will be supported in their development by the structured nature of the assessment. Formative feedback will be provided on activities undertaken and the development of the assessment report in class in groups and individually LO 1.2.3.4

Students will be supported to use PebblePad to reflect on their personal development throughout the programme.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Presentation	Group presentation (supplementary assessment is an individual piece of work)		25%
Summative	Coursework	Individual report	-3000 words	75%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.