

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	<b>BACHELOR OF ARTS (HONOURS) IN ACCOUNTING AND FINANCE (UNIVERSITY OF STIRLING)</b>
Module Title	The Global Business Environment: An Introduction
Module Syllabus No. (if any)	MGTU9S1
Year Offered	2019
Start-Date	September 2019 / February 2020/ September 2020
End-Date	February 2020 / September 2020 / February 2021
Syllabus / Content / Learning Outcomes	<p>On completion the students will be able to:</p> <ul style="list-style-type: none"> <li>• Establish the external and internal contexts within which business organisations exist and operate</li> <li>• Develop awareness of the evolving complexities of the business environment that shape the structure and performance of an organisation</li> <li>• Apply theories and concepts associated with management and business practice to contemporary contexts and specific case studies</li> <li>• Present material in written scholarly essays</li> <li>• Effectively link theory and practice by using readings, case studies and self-study exercises to identify and illustrate business problems and solutions</li> <li>• Research independently and select relevant reading material (i.e. printed, electronic, broadcast)</li> <li>• To develop effective problem identification, problem solving and decision-making skills</li> <li>• Ability to construct a reasoned argument</li> </ul>
No. of Teaching Hours	Contact hours= 50 hours Guided / Self-directed Learning = 150 hours Total Module Hours = 200 hours
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Coursework (Assignment)=60% Examination=40%
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	Please refer University of Stirling - Canvas
Recommended Text	Worthington I & Britton C (2018), The Business Environment, Pearson (8th edition).
Additional Reference Texts (if any)	Additional reading is posted on Canvas and will be related to individual Lecturer's lecture content
Additional Remarks (if any)	

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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Lesson No.	Learning Outcome
1	Understanding the Business Environment - Introduction
2	The External Business Environment
3	The Internal Business Environment
4	Linking the environment to action through strategy
5	Environmental Turbulence and Change
6	The Business Environment Contexts - The Demographic Environment , The Socio-Economic Environment
7	Introduction to Personal Development and Practice, Understanding the Labour Market, Changing Lives: generational cohorts
8	The Political Environment, The Macro-Economic Environment, The Marketing Environment
9	The Legal Environment, Ethics and Corporate Social Responsibility, Market, State & Civil Society
10	The Firm - The Global Business Environment, Culture within Business, Global Mobility of Employees
11	Well-being and Performance in a Global Context, The SME, Entrepreneurship
12	The Cooperative Sector, Social Enterprise, Global Cooperation
13	From Environment to Action - What is Business Strategy?, Choosing a Strategy for Business, Implementing a Business Strategy
14	Developing a Global Business Strategy

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