

AMITY GLOBAL INSTITUTE

Module Syllabus

Course	BACHELOR OF ARTS (HONOURS) BUSINESS STUDIES (UNIVERSITY OF NORTHAMPTON)
Module Title	Global Business Development
Module Syllabus no. (if any)	BUS3003
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <ol style="list-style-type: none"> a) Identify and evaluate current debates over the nature and processes of globalisation. b) Analyse the global interaction between transnational corporations, governments and global institutions. c) Analyse the differing impact of, and responses to, global economic transition and transformation on the part of specific regions and states. <p>Subject-specific Skills</p> <ol style="list-style-type: none"> d) Interpret the literature, showing an ability to select, understand and use appropriate models and frameworks to analyse empirical scenarios. <p>Key Skills</p> <ol style="list-style-type: none"> e) Work effectively as a team member and facilitator. f) Present a coherent argument in written forms.
No. of teaching hours	24 x 1 hr lectures = 24 24 x 1 hr seminars = 24 24 x 4 hrs preparation and reading = 102 Assignment preparation = 30 Exam preparation = 20 Total = 200
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	AS1 - Time Constrained Assignment– 20% AS2 - Seminar Portfolio (2,000 words) - 40% EX1 - Examination (120 minutes) – 40%
Skills for maximising learning outcomes	Reading and research
Dates of examinations, major assessments and assignments	Please refer NILE at: https://nile.northampton.ac.uk
Recommended text	<p>The teaching/learning will involve extensive use of case studies in order to illustrate strategic issues and problems across a range of sectors and organisational types. Sessions will be a combination of lectures and group activities.</p> <p>Dave Williamson, David Willimson, Peter Cooke- Strategic Management and Business Analysis - Routledge</p>

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	Examining the global environment of international business
2	The emergence and growth of modern international business
3	The internationalisation process is explored via relevant theoretical models and empirical evidence
4	Key topics at the heart of internationalisation
5	The impact of cultural issues on international business development and debates around economic issues
6	Globalisation and international business development to international business strategies and their effects
7	Strategic responses to changes in the global environment of business
8	Strategic planning with the emphasis on marketing, technological, financial and human resources issues
9	Exploring emerging issues and possible future developments in international business
10	The impact on patterns of global economic transformation, growth, trade and investment

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