

**University of Roehampton
International Summer School**

School of Business and Law

Module Title: Business Organisations in a Global Economy

Module Code: BUS020C407H

Module Rationale

This module aims to provide students with an introduction to different types of business organisations and the environments that they operate within. The module will mainly focus on the factors affecting businesses that are located in advanced economies. Therefore, much of the analysis and discussion will centre around issues that relate to industrial structure, international trade and technological change. Although factors affecting businesses in developing countries/emerging economies will be covered to a certain extent, there will be less of a focus on businesses operating in such environments. Similarly, economic, financial and technological influences on organisations will be emphasized, although political, social, cultural, legal and environmental factors will also be covered through an introduction to PESTLE analysis.

Learning Outcomes

On completion of this module, students should:

- have developed an understanding of business organisations and global business environments;
- be able to apply basic environmental analysis techniques to organisations.

Topics

- The Business Environment and Introduction to Markets
- Globalisation
- Types of Business Organizations
- Objectives and Functions of Business Organizations
- The Global Economy
- Analysing Global Industries
- International Trade
- The Global Business Environment and Firm Strategy
- Economic (Policy) Environment
- Assessing Country Attractiveness

Assessment

Your assignment will consist of a report on the business environment of a specific country, focused on a particular business organization. Details TBC.

Sample reading list

Gillespie, A. (2019), *Foundations of Economics*, Fifth Edition, Oxford University Press.

Hamilton, L. and Webster, P. (2018), *The International Business Environment*, Fourth Edition, Oxford University Press.

Wetherly, P. and Otter, D. (2018), *The Business Environment: Themes and Issues in a Globalizing World*, Fourth Edition, Oxford University Press.