C17EB Management in a Global Context

**COURSE DETAILS**

Course Code: C17EB  
Full Course Title: Management in a Global Context  
SCQF Level: 7  
SCAF Credits: 15  
Available as Elective: Yes

**DELIVERY LEVEL**

Undergraduate: Yes  
Postgraduate Taught: No  
Postgraduate Research: No

**COURSE AIMS**

- To enable students to acquire and develop understanding, knowledge and skills related to business management.
- To develop student knowledge and understanding of organisations and to enable students to contextualise this knowledge within the external environment in which the organisations operate (The external environment is defined as 'wide range of factors, including economic, environmental, ethical, legal, political, sociological and technological, together with their effects at local, national and international levels upon the strategy, behaviour and management of organisations').
- To address a range of relevant 'contemporary and pervasive issues' that inform the interface between the organisation and its external environment.
- To enhance business skills via an understanding of the practical application of theoretical knowledge through assessment and guest speakers (As available).
- To assist the development of skills (particularly critical evaluation of academic research, diagnostic, problem solving, team/group working, communication, written, presentation and IT skills) through the both formative classroom based work and summative assessment.

**LEARNING OUTCOMES – SUBJECT MASTERY**

- The ability to analyse, evaluate, and report on contemporary challenges to organisations and contextualise knowledge according to sector; organisational structure, culture and country.
- The development and application of problem-solving skills to a range of theoretical and practical challenges.
- The ability to apply management frameworks and theoretical concepts to a case study organisation (linking theory to practice).
- The ability to research and select secondary research into management trends both independently and in groups (specifically through the coursework component of the course).
- The ability to critically evaluate and assess empirical and theoretical evidence from management research.

**LEARNING OUTCOMES – PERSONAL ABILITIES**
C17EB Management in a Global Context

- Developing insight into a range of business practice through case study and practitioner talks.
- Transferring theoretical and practical problem-solving skills to a variety of contexts.
- Working independently and as part of a group. Tasks might include tutorial discussion and debate.
- Communicating and presenting ideas effectively by verbal and written means.
- Developing an interest in current developments in business management.
- Knowing how to use a range of online sources of knowledge through both library databases and WWW.

SYLLABUS

This course will look at a range of issues that will shape the enterprise and its interface with the contemporary business environment. The syllabus will be flexible and responsive to changing events, themes and processes. The syllabus will include but is not limited to the following topics:

- What is management?
- The organisation and its political environment (e.g. the role of political stability, etc.)
- The organisation and its economic environment (e.g. economic systems etc)
- The organisation and its social environment and context (e.g. demographics, etc)
- The organisation and its technological environment (e.g. the rise of internet based commerce, innovation, etc)
- The organisation and the natural environment (e.g. issues of sustainability, etc)
- The organisation and its legal environment (e.g. regulations, etc)

COURSE RELATIONSHIPS

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LOCATION AND ASSESSMENT METHODS

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