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| Short Title: | Global Business APPROVED |
| Full Title: | Global Business |

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| Module Code: | BUSS H4002 |
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| Credits: | 5 |
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| NFQ Level: | 8 |
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| Field of Study: | Marketing and advertising |
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| Module Delivered in | 6 programme(s) |
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| Reviewed By: | DAVID IRWIN |
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| Module Author: | Joyce Byrne-Walsh |
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| Module Description: | This module aims to provide students with a comprehensive understanding of the key business drivers in the global business environment. |
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| Learning Outcomes |
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On successful completion of this module the learner will be able to:

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| LO1 | Explain the nature of global business |
| LO2 | Identify the bases of global business |
| LO3 | Describe the different elements of the global environment, in particular economic, socio-cultural, political/legal and competitive |
| LO4 | Understand the impact of technology on a firm's global strategy |
| LO5 | Identify the sources of information for global business decisions |

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| Pre-requisite learning |
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| Co-requisite Modules |
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| No Co-requisite modules listed |
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Module Content & Assessment

| Content (The percentage workload breakdown is indicative and subject to change) | % |
|--|--------|
| Nature of Global Business History and development of global business, recent world trade patterns, export marketing planning and strategy, goals of individual business | 20.00% |
| The Global Economy Potential benefits of exporting, global trade theory, barriers to trade, financial environment, stages of marketing development | 20.00% |
| Understanding the Global Marketing Environment Economic factors, socio-cultural, political/legal, economic integration, competition | 20.00% |
| The Information Technology Environment The new information infrastructure, global diffusion of innovation, global opportunities for SMEs through the internet | 20.00% |
| Information for Global Business Decision Making Sources of information, assessing market potential, export market research, common global research mistakes, the global research process, research in developing countries, interpretation of research | 20.00% |

| Assessment Breakdown | % |
|----------------------|---------|
| Course Work | 100.00% |

| Course Work | | | | |
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| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
| Continuous Assessment | The continuous assessment will take the form of a group projects involving analysis, problem-solving and presentation of findings based on case studies illustrating economic, socio-cultural, political/legal, competitive, technological and information drivers in the global business environment. | 1,2,3,4,5 | 40.00 | n/a |
| Essay | This individual 2000 word essay will examine macro environmental factors from the perspective of an individual country of the student's choosing. Particular emphasis will be required on the change drivers within the environment and their implications in terms of marketing. | 3,4,5 | 60.00 | n/a |

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| No End of Module Formal Examination |
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IT Tallaght reserves the right to alter the nature and timings of assessment

Module Workload

| Workload: Full Time | | | | |
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| <i>Workload Type</i> | <i>Workload Description</i> | <i>Hours</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture | Class Based Instruction | 3.00 | Every Week | 3.00 |
| Independent Learning | Reading/Study | 6.00 | Every Week | 6.00 |
| Total Weekly Learner Workload | | | | 9.00 |
| Total Weekly Contact Hours | | | | 3.00 |

| Workload: Part Time | | | | |
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| <i>Workload Type</i> | <i>Workload Description</i> | <i>Hours</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture | Class based | 2.00 | Every Week | 2.00 |
| Total Weekly Learner Workload | | | | 2.00 |
| Total Weekly Contact Hours | | | | 2.00 |

Module Resources

Required Book Resources

Hollensen, S. 2011, *Global marketing: a decision-oriented approach*, 5th edition Ed., Pearson Education

Recommended Book Resources

Ghauri, G.N. & Cateora. P.R. 2010, *International Marketing*, 3rd edition Ed., McGraw-Hill

Doole, I. & Lowe. R. 2012, *International marketing strategy: analysis, development and implementation*, 6th edition Ed., Cengage

This module does not have any article/paper resources

Other Resources

Various: *Video and Case Studies*

Module Delivered in

| Programme Code | Programme | Semester | Delivery |
|----------------------------|---|-----------------|-----------------|
| TA_BAMCO_B | <u>Bachelor of Arts (Honours) in Advertising & Marketing Communications</u> | 5 | Mandatory |
| TA_HEURS_B | <u>Bachelor of Arts (Honours) in European Studies</u> | 7 | Mandatory |
| TA_BAMCO_D | <u>Bachelor of Arts in Advertising and Marketing Communications</u> | 5 | Mandatory |
| TA_BAMKT_B | <u>Bachelor of Business (Honours) in Marketing</u> | 5 | Mandatory |
| TA_BAMKT_D | <u>Bachelor of Business in Marketing</u> | 5 | Mandatory |
| TA_BMKTG_D (1 year add on) | <u>Bachelor of Business in Marketing</u> | 5 | Mandatory |