

Short Title:	Global Business APPROVED
Full Title:	Global Business

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	
<i>On successful completion of this module the learner will be able to:</i>	
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

Pre-requisite learning	
Co-requisite Modules	
No Co-requisite modules listed	

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				
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

No End of Module Formal Examination

IT Tallaght reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<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				
<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	Bachelor of Arts (Honours) in Advertising & Marketing Communications	5	Mandatory
TA_HEURS_B	Bachelor of Arts (Honours) in European Studies	7	Mandatory
TA_BAMCO_D	Bachelor of Arts in Advertising and Marketing Communications	5	Mandatory
TA_BAMKT_B	Bachelor of Business (Honours) in Marketing	5	Mandatory
TA_BMKTG_D (1 year add on)	Bachelor of Business in Marketing	5	Mandatory
TA_BAMKT_D	Bachelor of Business in Marketing	5	Mandatory