

Unit 18: Global Business Environment

Unit code	M/508/0530
Unit level	5
Credit value	15

Introduction

The aim of this unit is to explore the wider position some organisations have in the global environment. Students will appreciate the complexities of operating in a global environment, and this will enable them to offer greater breadth and depth to an organisation's current or aspirational global presence.

On successful completion of this unit students will have developed an understanding of the wider global environment in which organisations operate. This will enable students to add value to an organisation as they will be able to apply their knowledge in such a way that they could advise senior managers (in either large or small organisations) on global matters which they may not have ordinarily considered.

Learning Outcomes

By the end of this unit a student will be able to:

- 1 Analyse the key factors which drive globalisation.
- 2 Determine the strategic complexities associated with operating in a global environment.
- 3 Evaluate how operating in a global market influences an organisation's structure, culture and functions.
- 4 Evaluate the influence of globalisation on organisational decision-making and strategy.