

Module Title ISSUES IN GLOBAL BUSINESS AND STRATEGIC CONCEPTS

Date of Approval July 2016

Module Code 6IM501

Pre-requisite None

Module Level 6

Credit value 40

Total Number of Learning Hours 400

Key Words Global strategy and the organisation, International business, global environment

Module Delivery Mode Blended / Face to Face

Module Description

Over recent decades there has been a fundamental shift in the world's economy. Where national economies were once self-contained, now cross border business activities and economies are much more inter-dependent on each other.

This module brings together elements of the global business environment with an understanding of the strategy making process. You will develop an appreciation and understanding of the differing cultural and political systems and how they impact upon the way international business is conducted. This module provides a broad representation of different, and often conflicting, perspectives and theories that reflect the richness of current debate among academics and practitioners in the field.

The module continues with a study of the global business environment and critical evaluation through the use of case studies. This will develop your awareness of the relevance of theory, by exploring good and bad practices within global businesses.

Module Learning Outcomes On successful completion of the module you will be able to:

1. Demonstrate and apply your knowledge through a critical approach, using the key theories and concepts recognised in the field of strategic management and globalisation.
2. Apply consultancy principles and relevant theory to analyse and critically evaluate current issues within business from a global perspective.

Module Content

The module content explores the importance of understanding global business relevant for employers in today's challenging business environment. The module starts with an introduction to globalisation and its relevant impact on the developing world economy. You will acquire the necessary skills to understand strategic planning, analysis and development. You will also consider international expansion through importing and exporting; a vital component in today's global business environment.

In the module strong emphasis will be placed upon you to demonstrate those skills and reflect upon your progress on how this knowledge can be applied in a business environment. The skills you will develop will be transferable from an academic context to business environmental context.

Building on and supporting your understanding, the module continues by exploring and introducing you to foreign exchange markets, political economies, production and logistics, strategic alliances and HRM.

Using a consultative approach the module concludes by addressing contemporary global issues and the inter-dependence of national economies balanced with the strategic requirements of the global organisation.

For those students on BABM, this module will form part of the level 5 CMI accreditation

Module Learning & Teaching Methods

Activity type	Hours	Category
Lecture	8	1
Seminar	72	1
Clinics	4	1
Guided independent study:	316	2
Total:	400	

Total Learning hours in each category

a. category 1: 84 hours	21%
b. category 2: 316 hours	79%

The module will be delivered by 3 hour seminars each week over the year for full time students, complemented by 4 x 1 hr core lectures each semester. Lectures will be used to introduce you to key concepts and theories whilst seminars will develop and apply these themes. These will be supported at times via input from professional guest speakers to help reinforce the relevance of the subject material. Your learning will be applied to practical scenarios using a case study and consultative approach.

You will be encouraged at all times to read widely for this subject, and to use both personal experiences from work, where relevant, and the knowledge you have gained from other business modules.

You will be encouraged to use interactive media and materials to support your learning and development.

Delivery to part time students will be via blended learning with a minimum of 21 hours per semester face to face contact.

Module Assessment

Mode: Coursework 100%

Formative assessment

A variety of coursework activities will be provided within the seminars, sometimes on a small group

basis, sometimes on an individual basis. Feedback will be provided which will help you to develop the knowledge and skills required to achieve high success in the summative assessments.

Summative

Coursework 1 30%

You will produce a management style report showing application, evaluation and evidence of further reading focusing on specific areas of the module. (Word limit 2000)

Coursework 2 70%

You will be required to act as a business consultant and prepare a report analysing a modern day scenario based on an international business. (Word limit 4000)

Reading list

Core Text:

Hill, C. (latest edition) *International Business, Competing in the Global Marketplace*. London Mc Graw-Hill .

Recommended Reading

Baranova P., Knight T., Milligan J.(2011), *Strategy Concepts and Applications*, Customised Text,London, Pearson Education.

Cavusgil, S. Knight, G & Riesenberger, J. (2008) *International Business, Strategy, Management, and new Realities*. London, Pearson Prentice Hall.

Daniels, J. Radebaugh, L & Sullivan, D. (2009) *International Business, Environments and Operations*, 12th Edition,London, Prentice Hall.

De Wit , B. and Meyer, R. (2010), *Strategy: Process, Content, Context – An International Perspective*, (2010), 4th Edition Text and Cases, South-Western, Cengage Learning.

Drucker, P. (1985), *Innovation and Entrepreneurship*, LondonHeinemann, Goffin, K. & Mitchell, R. (2005). *Innovation management; strategy & implemementation using the pentathlon framework*, Basingstoke Palgrave

Johnson, Whittington and Scholes (2011), *Exploring Strategy: Text and Cases*, 9th Edition, Essex Prentice Hall

Lynch, Richard (2009). *Strategic Management*, 5th Edition, Prentice Hall, EssexPearson Education Limited,

Mintzberg, Ahlstrand and Lampel, (2009), *Strategy Safari – Your complete guide through the wilds of strategic management.* , 2nd Edition, London, FT Prentice Hall.

Mintzberg, Ahlstrand and Lampel, (2005), *Strategy Bites Back*,London, FT Prentice Hall.

Morrison, J. (2009) *International Business, Challenges in a Changing World*.London, Palgrave Macmillian.

Porter, M.E. “*Competitive Strategy*” and “*Competitive Advantage*”, (1986), London, Free Press.

Rugman, A. M. & Collinson, S. (2009) *International Business* 5th Edition. London, FT Prentice Hall.

Wild, J. & Wild, K. & Han, J.C.Y. (2003) *International Business* 2nd Edition Prentice Hall.

RELEVANT JOURNALS – via Emerald or EBSCO Business Premier

Harvard Business Review
Sloan Management Review
Journal of General Management
Strategic Management Journal
The Journal of Business Strategy

OTHER RESOURCES

Where applicable videos, business simulations, case studies etc. will be used to enhance and support the module content.