

MODULE SPECIFICATION PROFORMA

Module Title:	Globalisation: Challenges and Opportunities	Level:	6	Credit Value:	20
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Module code:	BUS626 (BA) BUSI626 (MBus)	Is this a new module?	No	Code of module being replaced:	N/A
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Cost Centre(s):	GAMG	JACS3 code:	N211
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With effect from:	September 17
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School:	Business	Module Leader:	Graham Jackson
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Scheduled learning and teaching hours	30 hrs
Guided independent study	170 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
MBus Business	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BA (Hons) Business	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BSc (Hons) Digital Enterprise and Innovation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Sports Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BA (Hons) Global Business	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Financial Technology Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Business Decision Making	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: September 14

Date revised: February 17 (to incorporate new programmes)

Version: 4

Module Aims

1. To develop a thorough knowledge and understanding of the core concepts and theories that relate to globalisation and the international political economy
2. To identify and evaluate key drivers of globalisation and their impact on international and global business
3. To analyse contemporary manifestations of 'globalisation'
4. To provide students with a framework for analysing and evaluating globalisation conceptualisations that underpin the globalisation debate within the field of business and how this relates to contemporary global and political issues

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Demonstrate knowledge and understanding of globalisation concepts, theories and its key drivers	KS1	
2	Analyse the processes and appreciate the complexities that characterise development and growth of global business operations	KS5	
3	Critically assess the impact of globalisation and determine how discourses of globalisation are leading to new forms of political alignment and conflicts	KS1	KS7
4	Critically analyse the responses of the state, the government, international institutions and non-governmental actors to the opportunities and challenges of globalisation	KS2	

Transferable skills and other attributes			

Derogations

Students enrolled on the BUSI626 module, i.e. those enrolled on MBus are asked to note that Integrated Masters regulations only permit two attempts at this assessment.

Assessment:

Assessments are designed to evaluate knowledge and understanding of key concepts and theories. The assessments will involve the use of critical thinking and logical reasoning skills. The assessments will also examine the ability to conceptualise the theories and application of them to practice.

Indicative Assessment One:

30% of the weighting of the module will be assigned for participation [herein referred to as Assessment 1] in tutorial discussions and debates on specific themes and/or case study. Students will be required to research the discussion topic/theme prior to the tutorials to engage actively in discussions. Students will be required to undertake research and wider reading to contribute to thematic tutorial discussions and to demonstrate a logical and effective pattern of argument.

Indicative Assessment Two:

Assessment 2 constitutes 70% of the weighting of the module and comprises of two tasks - a 15-20 minute group presentation and a reflective report focusing on a topical subject / case study that strongly links to current themes in the globalisation debate.

Students enrolled on the BUSI626 module, i.e. those enrolled on MBus are asked to note that Integrated Masters regulations only permit two attempts at this assessment.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Oral Assessment	30		
2	3,4	Group presentation and report	70	15-20 minute presentation and Q/A session	2500-3000

Learning and Teaching Strategies:

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

Lectures will be used to introduce and illustrate key concepts and issues in the political economy of international trade. Tutorials will be interactive and students' will be expected to utilise and demonstrate their critical thinking by actively participating in seminar discussions.

Students will be expected to be informed about contemporary issues/themes and current events in globalisation in order to be able to actively participate in seminar discussions. Relevant sources for contemporary information about the global political economy are the *Financial Times*, *The Economist*, *Business Week* and *The Wall Street Journal*. Case studies will also be used and students will have individual and group work activities to engage actively in tutorial discussions. The initial tutorial sessions will focus on key issues and phenomena in global businesses. The later sessions will move towards critical discussions on discourses of globalisation and current themes in the globalisation debate.

The majority of the module credit hours should be spent on independent study and students are expected to engage in wider reading and undertake research for participating actively in tutorial discussions. Seminar/tutorial discussions will also significantly focus on group work, discussions and debates to consolidate student learning and enhance preparation towards assessments. Students will be expected to lead and engage constructively in tutorial discussions and debates on contemporary globalisation themes and/or topical subjects.

Syllabus outline:

1. The International Business Environment
2. Internationalisation of firms - models, process, types of firms
3. Global production and commodity chains
4. The nature and direction of capital flows
5. International institutions and global governance
6. Relationship between globalisation and patterns of global, national and social inequality
7. Cultural homogenisation/imperialism
8. Competitiveness and the basics of international business strategy
Current issues in international trade, barriers to trade and economic development
9. The globalisation and anti-globalisation debate
10. Political and economic integration, legal environments, cultural and social environments, knowledge and technology transfer arrangements, business ethics – concepts, theories, policies, practices and challenges
11. Challenges posed by the changing configuration of globalisation to business, government and societies

Bibliography:

Essential reading

Dicken, P., (2011), *Global Shift: mapping the changing contours of the world economy*, London: Sage

Held, D. and Kaya, A. (2007) *Global Inequality: Patterns and Explanation*, Cambridge: Polity Press

Held, D. and McGrew, A., (2007), *Globalisation/Anti-Globalisation: Beyond the Great Divide*, (2nd Edn), Cambridge: Polity Press

Hill, Charles W.L. and Hernandez-Requejo, W., (2011), *Global Business Today*, (7th Edn), Boston, Mass.: McGraw-Hill

Rodrik, D. (2012). *The Globalisation Paradox*, Oxford: Oxford University Press

Other indicative reading

Textbooks

Das K. D (2012), *Financial Globalisation and the Emerging Market Economy*, London: Routledge

Held, D., Barnett, A. and Henderson, C. (2005,) *Debating Globalisation*, Cambridge: Polity Press

Peng, M. and Meyer, K. (2011), *International Business*, London: Cengage Learning EMEA.

Rugman, A. and Collinson, S. (2009), *International Business* (5th Edn), Essex: Financial Times Press.

Stonehouse, G., Campbell, D., Hamill, J. and Purdie, T., (2005), *Global and Transnational Business*, West Sussex: Wiley

Stiglitz, J., (2003), *Globalisation and Its Discontents*, London: Penguin

Stiglitz, J., (2007), *Making Globalisation Work*, London: Penguin

Journals and Related Publications

Relevant material will be found in a wide variety of peer-reviewed academic periodicals including (but not limited to):

Harvard Business Review

Journal of Globalisation and Development

Journal of Critical Globalisation Studies

The International Journal of Business and Globalisation

International Journal of Emerging Markets Information

International Journal of Business and Emerging Markets
Ephemera: Theory & Politics in
Organization
Business Week
The Economist
The Financial Times

Secondary Data Sources

UK Office for National Statistics
HM Revenue & Customs
Eurostat
OECD