

MODULE SPECIFICATION

Module Title: Globalisation: Challenges and Opportunities	Level: 6	Credit Value: 20
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Module code: BUS626 (BA) BUSI626 (MBus)	Cost Centre: GAMG	JACS2 N211 code:
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Trimester(s) in which to be offered:	<ul style="list-style-type: none"> • Trimester 3 (F/T 2 year) • Semester 1 (F/T 3 year) • Semester 1 (P/T) 	With effect from: September 2016
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Office use only: To be completed by AQSU:	Date approved: September 2014 Date revised: August 2016 (to incorporate MBus only) Version no: 3
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Existing/New: New	Title of module being replaced (if any):
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Originating School: Business	Module leader: Graham Jackson
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Module duration (total hours): 200	Status: core/option/elective (identify programme where appropriate):	MBus / BA (Hons) Business (Option)
Scheduled learning & teaching hours: 30		BSc (Hons) Entrepreneurship (Option)
Independent study hours: 170		BSc (Hons) Sports Management (Option)
Placement hours: 0		BA (Hons) Global Business (Core)

Programme(s) in which to be offered: MBus Business BA (Hons) Business BSc (Hons) Entrepreneurship BSc (Hons) Sports Management	Pre-requisites per programme (between levels): None
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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

Expected Learning Outcomes:

At the end of this module, students should be able to:

Knowledge and understanding

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)

Key skills for employability

1. *Written, oral and media communication skills*
2. *Leadership, team working and networking skills*
3. *Opportunity, creativity and problem solving skills*
4. *Information technology skills and digital literacy*
5. *Information management skills*
6. *Research skills*
7. *Intercultural and sustainability skills*
8. *Career management skills*
9. *Learning to learn (managing personal and professional development, self management)*
10. *Numeracy*

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.

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
1	LO: 1,2	Oral assessment	30%	N/A	
2	LO: 3,4	Group presentation and report	70%	15-20 minute group presentation and Q/A session	2,500 – 3,000

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.

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

Background 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

US Fedstats
Electronic Data Gathering, Analysis, and Retrieval (EDGAR)
The World Bank
World Trade Organization
Bank of England
U.S. Economics and Statistics Administration (ESA)
U.S. Bureau of Economic Analysis
Keynote – ICC Publications (Industry Market Reports UK)