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Refer to guidance notes for completion of each section of the specification.

Module Code:	BUS681
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Module Title:	Global Strategic Management
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Level:	6	Credit Value:	20
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Cost Centre(s):	GABP	JACS3 code:	N000/100079
		HECoS code:	

Faculty	Faculty of Social & Life Sciences	Module Leader:	Mervyn Sookun
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Scheduled learning and teaching hours	24 hrs
Supervised learning eg practical classes, workshops	48 hrs
Total contact hours	72 hrs
Guided independent study	128 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Business Studies	✓	<input type="checkbox"/>

Pre-requisites
None

Office use only	
Initial approval: 24/04/2020	Version no: 1
With effect from: 24/04/2020	
Date and details of revision:	Version no:

Module Aims	
<p>The module introduces and develops the concepts and theories of strategic management in a global context with focuses how globalization has an impact on the firms in terms of gaining competitive advantages when operating across geographical boundaries.</p> <p>Students are developing a strategic analysis and strategic plan throughout the course, facilitating further application of the theory learned. The combination of the module content and its continuous application by the students allows the learning outcomes of knowledge and application of the concepts to be achieved together with a critical, analytic approach in an international setting. The elements introduced are done so in order to allow students to develop their own strategic thinking in a global context and how to apply the traditional strategic theories and models such as Porter's five forces, resource-based theory and relational approach in a fast changing global business environment</p>	

Module Learning Outcomes - at the end of this module, students will be able to	
1	Demonstrate knowledge, comprehension of the theories on globalization and the applications of strategic management theories in a global context.
2	Understand how complex problems can be managed within global business framework.
3	Critically contrast and compare related theoretical concepts presented in the lectures and readings, and understanding the inherent differences and similarities.
4	Create, develop and design strategic plans in a case study based practical application of the taught theories and models
5	Feel confident in arguing a strategic position based on well researched evidence and a strong theoretical base.

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
<i>Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.</i>	
CORE ATTRIBUTES	
Engaged	N/A
Creative	I
Enterprising	I
Ethical	N/A
KEY ATTITUDES	
Commitment	N/A
Curiosity	I

Resilient	N/A
Confidence	I
Adaptability	N/A
PRACTICAL SKILLSETS	
Digital fluency	I
Organisation	I
Leadership and team working	I
Critical thinking	N/A
Emotional intelligence	N/A
Communication	I

Derogations

None

Assessment:

Indicative Assessment Tasks:

Guidance: please ensure you add indicative word count and durations within the narrative body of this section

Individual report based on the development of a strategic plan which is discussed and developed during the course of the module – 3000 words

An individual report whereby students are provided with a business scenario and are expected to evaluate the underlying facts, identify any issues, provide logical solutions and make appropriate recommendations to the board of directors. Students are expected to draw on relevant theories and models and link them with business examples and encouraged to have a global viewpoint rather than only focusing on national context.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	LO1, LO2, LO3, LO4, LO5	Report	100

Learning and Teaching Strategies:

A variety of teaching approaches is used, including lectures, seminars, case analysis, teamwork and extensive use of electronic resources for guided research.

Syllabus outline:

The theories of globalization and its impact on firms' competitiveness
 Why strategy matters
 Strategic management theories and its applications in global context

- Porter's five forces
- Resources-based theories

- Relational approach

Global Environmental Scan
 Impact of culture on global strategy
 Impact of technology and Innovation on global management strategy
 Changing Landscape of West and East Management
 Integrated approach to Global Strategic Management
 Strategic planning and strategic formation in multinational firms
 Strategy implementation and control

Indicative Bibliography:

Essential reading

Rothaermel, Frank (2019), *Strategic Management*, 4th edn, McGraw-Hill
 Dess G (2018), *Strategic Management: Creating Competitive Advantage*, 9th edn London: McGraw-Hill.
 Clegg, S., Schweitzer, J., Whittle, A., Pitelis C. (2017) *Strategy: theory and practice*. 3rd ed. London: SAGE.
 Johnson, G., Whittington R., Scholes K., Angwin D., Regner P. (2017) *Exploring strategy*. 11th ed. Harlow: FT/Prentice Hall.
 Whittington, R.*et al.*(2020) *Exploring Strategy: Text and Cases*.12th Edn. Harlow: Pearson Education Limited.

Other indicative reading

- Lynch R. (2018) *Corporate strategy*. 8th ed. Harlow: Pearson Education.
- Angwin D, Cummings S & Smith C (2017), *The Strategy Pathfinder: Core Concepts and Micro-cases*, 3rd edn John Wiley & Sons.
- De Wit B (2017), *Strategy: An International Perspective*, 6th edn, Cengage Learning.
- Whittington R, Regner, P, Angwin, D, Johnson, G and Scholes, K (2019), *Exploring Strategy: 12th Edition*, Pearson Education
- Pearce JA (2015), *Strategic Management*, 14th Edn. McGraw-Hill.
- Grant R (2015), *Contemporary Strategy Analysis*, 9th edn Wiley.
- Lampel J.B. , Mintzberg H. , Quinn, J.B., Ghoshal, S.,(2014). *The strategy process: concepts, contexts, cases*. 5th ed. Harlow: Pearson Education.
- Hashim, F., & Jedin, M. H. (2007). *International business: An Asian perspective*. Oxford Fajar, Shah Alam, Malaysia.
- Chen W.H. Filzh M I, oe C. H. (2011) Globalization and Application of Strategic Management and Theories to Entrepreneurs in a Turbulent Economy *China Business Review* Vol 10 No 6, 429 – 437
- Johnson, G.*et al.* (2018) *Fundamentals of Strategy*.4th Edn. Harlow: Pearson Education Limited.

Journal

- Strategic Management Journal
- Journal of Strategy and Management
- Academy of Management Journal
- Journal of International Business Studies
- Strategic Organization

ONLINE RESOURCES

- [http://onlinelibrary.wiley.com/journal/10.1002/\(ISSN\)1097-0266](http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1097-0266)
- <https://www.abacademies.org/journals/academy-of-strategic-management-journal-home.html>
- <http://www.inderscience.com/jhome.php?jcode=ijssm>
- <https://www.strategicmanagement.net/smj/overview/overview>