

MODULE SPECIFICATION FORM

Module Title: Globalisation and International Business	Level: 7	Credit Value: 20
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Module code: BUS755	Cost Centre: GAMP	JACS2 code*: N120
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Semester(s) in which to be offered: 1 or 2	With effect from: January 2015
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Office use only: To be completed by AQSU:	Date approved: September 2012 Date revised: January 2015 Version no: 3
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Existing/New: Existing	Title of module being replaced (if any):
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Originating Academic area: Management	Module Leader: Rajib Mustofa
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Module duration (contact hours/directed & private study): 200 hours (33/167)	Status: core/option/elective (identify programme where appropriate): Core/Option
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Percentage taught by Subjects other than originating Subject (please name other Subjects): None

Programme(s) in which to be offered: Core MBA (International Business) Option MBA and MSc Management	Pre-requisites per programme (between levels):	Co-requisites per programme (within a level):
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Module Aims:

- To develop a thorough understanding of key debates in Globalisation Studies.
- To critically evaluate key drivers of Emerging Markets.
- To examine and analyse the multiple processes and development of the global economy.

Expected Learning Outcomes

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

Knowledge and Understanding:

1. Critically evaluate key issues in Globalisation Studies
2. Analyse patterns and processes of the development and growth of commercial and non-commercial organisations
3. Critically evaluate the principles for differential economic, socio-cultural and political developments.
4. Critically reflect how global issues lead to transformation of modern societies and economies.

Transferable/Key Skills and other attributes:

- Presentational skills
- Communication skills
- Writing skills
- Team work and time management

Assessment: please indicate the type(s) of assessment (eg examination, oral, coursework, project) and the weighting of each (%). ***Details of indicative assessment tasks must be included.***

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

The first assessment will normally require the students to undertake a group assessment (for example a case study or presentation). The second assessment also requires students to undertake a group assignment or presentation on a topical subject.

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
1	1, 2	Group work	50%	n/a	2,000
2	3, 4	Group work	50%	n/a	2,000

Learning and Teaching Strategies:

Lectures will introduce theoretical concepts and tutorials/ workshops will enable students to further enhance their understanding of the theoretical concepts and apply them to case examples.

Syllabus outline:

International Business Environment, Globalisation and anti-globalisation debate, global cities, financial globalisation, varieties of capitalism, transnational corporations, global production networks, East Asian Economy, Asia-Pacific Economy, Anglo-American Economy.

Bibliography

Essential reading:

Czinkota, M., Ronkainen, I., Moffett, M., Marinova, S. and Marinov, M., 2009, *International Business*, West Sussex: Wiley

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

Other indicative reading:

Hamilton, L and Webster, P, 2009, *The International Business Environment*, Oxford: Oxford University Press

Held, D. McGrew, A. Goldblatt, D. and Perraton, J., 2000, *Global Transformations: An Introduction to the Globalisation Debate*, Cambridge: Polity Press

Kvint, V., 2009, *The Global Emerging Market*, New York: Routledge

Neil, C., Kelly, P., Yeung, H., 2007, *Economic Geography*, London: John Wiley and Sons

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

Peck, J. and Yeung, H., 2003, *Remaking the Global Economy*, London: Sage