PRIFYSGOL glyndŵr UNIVERSITY

MODULE SPECIFICATION FORM

Module Title: Harnessing the Power of Globalisation	Level: 7	Credit Value: 10

Module code: BUS773	Cost Centre: GAMP	JACS2 code: N120

Semester(s) in which to be offered: N/A	With effect from: July 2013

Existing/New: New	Title of module being replaced (if any): n/a

Originating Department: Business and Management	Module Leader: Dr. Jan Green

Module duration (total hours):	100	Status: core/option/elective (identify programme where appropriate):	Option
Scheduled learning & teaching hours	25		
Independent study hours	75		
Placement hours	0		

Percentage taught by Departments other than originating Department (please name other Departments):	None

Programme(s) in which to be offered:	Pre-requisites per programme (between levels):	Co-requisites per programme (within a level):
Executive Master of Business Administration	None	None

Module Aims

This module seeks to demonstrate the complex and interdependent nature of global business interactions and transactions in the 21st century.

Students will be able to contextualise the global influences of culture and power within the international business framework. This will enable them to present an analytical perspective of strategic business approaches that effectively harvest the factors contributing to the power of globalisation.

Expected Learning Outcomes

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

Knowledge and Understanding:

1. Design an international entry strategy for a product or service that critically evaluates risk, ethical drivers and legal issues as additional global considerations.
2. Operationalise a competitive business strategy that derives economic benefit from the pervasive power of globalisation.

Transferable/Key Skills and Other Attributes:

- Use information and knowledge effectively in order to abstract meaning.
- Solve complex problems using appropriate decision-making techniques.
- Communicate effectively using listening, oral, written and media techniques.
- Effectively use Communications Information Technology tools and packages.
- Demonstrate effective performance within a team environment.
- Select appropriate leadership styles for different situations.
- Recognise and address ethical dilemmas and corporate social responsibility issues.
- Manage creative processes, organise, synthesise and critically appraise.

Assessment

The instant recognition of global brands and the world domination of multi-national corporations in a variety of business sectors provide clear illustrations how growth and expansion opportunities are embraced. Utilising a case-study assessment framework encourages students to undertake additional independent research to draw on practitioner outcomes and demonstrate critical insight into the strategic factors that require consideration prior to embarking on international business pathways in the prevailing turbulent economic environment

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
One	1, 2	Case study	100%		2,000 - 3,000

Learning and Teaching Strategies

The strategy will commence with delivery of modular theory that is supported by business practice and contemporary example throughout. Considerable peer interaction will be encouraged as a basis for modification and development of global business practices to provide a challenging environment and opportunity for debate and reflection.

Syllabus Outline

1. Global business concepts and terms
2. Global cultures and cross-cultural business
3. Global communications
4. Global competitive strategies
5. Global monetary systems
6. International business ethics
7. International business risk
8. International trade and investment
9. International strategy and managing entry
10. Legal issues related to globalisation
11. Multinational corporations
12. World economies and political forces

Bibliography

Essential reading:

Hill C.W.L. (2012) International Business – Global Edition, McGraw-Hill, Maidenhead

Other indicative reading:

Baack D.W., Harris EG. and Baack D. (2013) International Marketing, Sage Publications, London
Brimm L. (2010) Global Cosmopolitans, Palgrave Macmillan, Basingstoke
Cavusgill ST., Ghouri P.N. and Akcal A.A. (2013) Doing Business in Emerging Markets, Sage Publications, London
Doole I. and Lowe R. (2012) International Marketing Strategy 6th Ed. Cengage, Hampshire
Van Tulder R. (2012) Global Business: Managing Risk and Responsibility Across Borders, Routledge, Abingdon
Waddell S. (2010) Global Action Network, Palgrave Macmillan, Basingstoke

Journals:

- Cross Cultural Management: An International Journal
- European Business Review
- International Area Studies Review
- International Journal of Emerging Markets
- International Journal of Social Economics
- Journal of International Trade, Law and Policy

Websites:

- www.globalgovernance.eu   Academy of Global Governance
- www.gov.uk/government/organisation   Department for International business
  www.eurochambres.eu   Euro Chambers Academy
- www.europa.eu   European Union
- www.globalgovernance.eu   Global Governance Institute
- www.oecd.org   Organisation for Economic Co-operation and Development