

MODULE SPECIFICATION PROFORMA

Module Title:	Going Global	Level:	7	Credit Value:	15
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Module code:	BUS7AU	Is this a new module?	YES	Code of module being replaced:	N/A
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Cost Centre:	GAMP	JACS3 code:	N120
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Trimester(s) in which to be offered:	1, 2 & 3	With effect from:	September 18
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School:	Business	Module Leader:	Dr Jan Green
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Scheduled learning and teaching hours	24 hrs
Guided independent study	126 hrs
Placement	0 hrs
Module duration (total hours)	150 hrs

Programme(s) in which to be offered	Core	Option
Executive MBA	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval April 17

APSC approval of modification *Enter date of approval*

Version 1

Have any derogations received SQC approval?

N/A

Module Aims

To provide a rich application of transnational business concepts
To review the economics and policies of international trade
To reveal the rationale and differences between countries of the world and ways in which global trade plays an influential role

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

		Key Skills	
1	Critically analyse the drivers of adopting a going global strategy and identify the potential benefits and challenges of international trade	KS1	KS3
		KS5	KS6
		KS7	
2	Provide a critical insight into the concept of culture and how values and beliefs impact of global trade opportunities	KS1	KS3
		KS4	KS5
		KS6	KS7
3	Select and apply aspects of international trade theory to a business scenario	KS1	KS2
		KS3	KS5
		KS7	

Transferable/key skills and other attributes

Global business perspectives, benefits, disadvantages and challenges

Derogations

None

Indicative Assessment:

Assessment 1: a simulated meeting of international business leaders to evaluate the factors contributing to beneficial global trade which requires students to select/agree roles and individual stances which they are prepared to defend via a supporting rationale (20%), the relevance of culture (20%) and the use of resources (20%) when designing and implementing a going global strategy (20%) which is summarized in an individual report (20%)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2, 3	Oral assessment and summary report	100%	2 hours	500

Learning and Teaching Strategies:

Contemporary sources will be utilised to illustrate global trade patterns and ways in which international business impinges on or benefits local culture, historical alliances, practices and resources. Theoretical lectures will be interspersed throughout the block delivery to provide a framework for interpretive discussion and application. Students will be encouraged to provide independent judgements, based on the application of theory into practice to underpin the business relevance of the learning and opportunity to practice.

Syllabus outline:

Origins of globalization – winners and losers
Country Differences
International Trade Theory
The Strategies of International Business:
Global expansion
Entry strategies
Global production

Bibliography:

Essential reading

Hill, C.W.L. and Hult, G.T.M. (2015) Global Business Today, 9th Edn., McGraw-Hill, Maidenhead

Other indicative reading

Chirico, J. (2014) Globalization: Prospects and Problems, Sage Publications, London

Dickin, P., (2014) Global Shift: Mapping the Changing Contours of the World Economy, 7th Edn., Sage Publications, London.

Stonehouse, G., Campbell, D, Hamill, J., and Purdie, T. (2004) Global and Transnational Business: Strategy and Management, 2nd Edn., John Wiley, Chichester

Journals:

Cross Cultural Management: An International Journal

Global Strategy Review

International Journal of Manpower