

Module specification

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Module Code	BUS7C1
Module Title	Corporate Strategy and International Management
Level	7
Credit value	20
Faculty	Faculty of Social and Life Science
HECoS Code	100085
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc International Business Management MSc International Business and Finance Management MSc International Marketing Management MSc International Hospitality and Tourism Management MSc International Health Services Management MSc International Human Resource Management MSc International Business and Data Analytics Management MSc International Business and Supply Chain Management MSc International Business Management with Advanced Practice MSc International Business and Finance Management with Advanced Practice MSc International Marketing Management with Advanced Practice MSc International Hospitality and Tourism Management with Advanced Practice MSc International Health Services Management with Advanced Practice MSc International Human Resource Management with Advanced Practice MSc International Business and Data Analytics Management with Advanced Practice MSc International Business and Supply Chain Management with Advanced Practice	Core across all pathways

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	20 hrs
Placement / work-based learning	0 hrs
Guided independent study	180 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	8 th August 2022
With effect from date	January 2023
Date and details of revision	
Version number	1

Module aims

The module will provide insights into the factors influencing the formulation and implementation of the strategy within a business environment. The module will consider internal and external factors that impact and influence strategy and leadership and how this translates to management and operations. The module also aims to facilitate the understanding of issues arising out of the process of internationalisation as well as ethical trading and corporate social responsibility. By the conclusion of the module, students will be able to take these into account when recommending strategies appropriate for a variety of circumstances.

Module learning outcomes

1	Critically analyse and apply relevant international business theories and models within an international context.
2	Critically appraise strategic and operational decision-making processes within a relevant business context and their complexity within the wider international business environment.
3	Critically evaluate corporate challenges that impact on the strategic business environment across national and global business landscapes and provide frameworks and solutions for implementation at management and operational level.

4	Critically appraise global practices and their impact on individuals and the organisation.
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Assessment

Indicative portfolio (word count 3,500):

Critical evaluation on a chosen international company/organisation's current position in the business market and identification of relevant internal and external drivers that influence organisational practice.

Critical analysis of corporate strategies implemented within the company/organisation, and evaluation of the impact these have on its management, including the advantages and disadvantages of that management.

Presentation of the future strategic direction of the company/organisation from a business perspective, evidencing application of theory to practice and synthesis of new and imaginative connections within an international context.

Reflective practice with critical evaluation of how you have linked theory to practice, and how you have used your knowledge and learning to challenge literature and outcomes.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2, 3, 4	Portfolio	100%

Derogations

None

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute to classroom learning as a means of developing critical skills, and to strengthen their knowledge and understanding of theory to practice. Lectures will be structured to encourage individual and group activities using real world case studies and live business examples enabling students to develop their collaborative, decision making, judging and evaluating skills, as well as key transferable employability skills. In addition, students will be encouraged to undertake self-directed study and further research on their chosen area of study, as well as related topics, to acquire additional perspectives which will provide them with a greater understanding of the business topics within organisations and the wider environment.

Indicative Syllabus Outline

- The Strategic Environment: Strategy tools and their application.
- Designing an international and global strategy – Generic strategies, sources of competitive advantage and value creation
- Designing a Global organization – Global integration and local autonomy, business models and organisational control
- Global strategic alliances, mergers and acquisitions.
- Market entry strategies
- 5.Sustainability and Globalisation: Global location and assessing countries attractiveness
- Operations – value chains, offshoring and outsourcing
- Innovation, product life cycles, technology transfer, open and closed innovation systems and knowledge management.
- The theory and practice of Ethics

Indicative Bibliography:

Essential Reads

Grant, R.M., 2021. *Contemporary strategy analysis*. John Wiley & Sons.

Other indicative reading

Collinson, S. Narula R, Rugman A (2016) *International Business 7th ed* Pearson

Dicken, P. (2015) *Global Shift 7th ed* Guilford Press NY

Johnson, G. Whittington, R. (2017). *Exploring Strategy 11th ed*. Palgrave

Lasserre, P. (2018) *Global Strategic Management. 4th ed*. Palgrave

Journals

Global Strategy Journal

Business Strategy and the Environment

Strategic Change

Foresight

Global Environmental Change

Global Strategy Journal

Journal of Globalization and Development

Global Business and Economics Review

Corporate Governance: An International Review

Corporate Governance: The International Journal of Business in Society

Corporate Communications: An International Journal

Industrial and Corporate Change

Corporate Social Responsibility and Environmental Management

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication