

Module specification

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

Module Code	ONLM728
Module Title	Global Strategic Management
Level	7
Credit value	15
Faculty	FSALS
HECoS Code	100079
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc International Business	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	15 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	15 hrs
Placement / work based learning	0 hrs
Guided independent study	135 hrs
Module duration (total hours)	150 hrs

For office use only	
Initial approval date	29th July 2024
With effect from date	September 2024
Date and details of revision	
Version number	1

Module aims

In this module you will conduct a strategic assessment of the overall global competitive environment and consider how an organisation can leverage resources, capabilities, and preferential entry modes to create competitive advantages when entering a foreign market. You will use theoretical knowledge to assess the strategy of an international organisation in an applied cultural context.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Analyse the global competitive environment and evaluate the potential for a foreign market entry, considering the organisation's resources, capabilities, and preferred entry modes to develop a comprehensive market entry strategy.
2	Apply strategic frameworks and models to assess the strategic direction of an international organisation and its competitive position in a diverse cultural context.
3	Develop and present effective strategies for leveraging organisational resources and capabilities to create competitive advantages and achieve sustainable growth in a foreign market.
4	Evaluate the impact of cultural differences on international business operations and develop strategies for managing cultural diversity to achieve organisational goals.
5	Use case studies and real-world examples to demonstrate how organisations can adapt and evolve their strategies to stay competitive in the dynamic global business environment.

Assessment

Indicative Assessment Tasks:

Formative Assessment

Formative assessment for this module may include:

End of lesson questions or quizzes, to check knowledge at the end of each unit and module, feedback on subject discussion forums, sharing experiences in groups, self and peer



assessment and one-minute papers, to demonstrate understanding and progress of subject knowledge, and improve learning.

Summative Assessment

Assignment 1:

Learners are to develop an academic poster applying relevant strategic frameworks and models to assess the strategic direction of an international organisation, considering the global competitive markets. (Indicative word count – 750 words).

Assignment 2:

Learners are to present a portfolio of written evidence where they will critically research, discuss and evaluate strategies for leveraging organisational resources and capabilities to create competitive advantages and achieve sustainable growth in a foreign market, evaluating the impact of cultural differences on international business operations and evidencing how organisations evolve through analysis of already established working models. (Indicative word count – 2,250 words).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Presentation	40%
2	3, 4, 5	Portfolio	60%

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. Online material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.



Indicative Syllabus Outline

Analysing the Global Competitive Environment
Foreign market entry
Assessing strategic direction in diverse cultural context
Strategies for organisational resources
Leveraging resources and capabilities for competitive advantages
Managing cultural diversity in International Business
Adapting and evolving strategies in the global business environment

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update. Please *ensure correct referencing format is being followed as per University Harvard Referencing Guidance.*

Essential Reads

Journal of Business Strategy
Global Strategy Journal
International Journal of Business and Globalisation
Journal of Business and Management
International Journal of Business and Management
Journal of International Economics
International Trade Journal
Journal of Business Research
International Journal of Corporate Social Responsibility

Other indicative reading

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

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

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

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

