

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
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc International Business Management	Core
MSc International Business and Finance Management	Core
MSc International Marketing Management	Core
MSc International Hospitality and Tourism Management	Core
MSc International Health Services Management	Core
MSc International Human Resource Management	Core
MSc International Business and Data Analytics Management	Core
MSc International Business and Supply Chain Management	Core
MSc International Business Management with Advanced Practice	Core
MSc International Business and Finance Management with Advanced Practice	Core
MSc International Marketing Management with Advanced Practice	Core
MSc International Hospitality and Tourism Management with Advanced Practice	Core
MSc International Health Services Management with Advanced Practice	Core
MSc International Human Resource Management with Advanced Practice	Core
MSc International Business and Data Analytics Management with Advanced Practice	Core
MSc International Business and Supply Chain Management with Advanced Practice	Core

Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs

Project supervision hours	0 hrs
Active learning and teaching hours total	20 hrs
Placement hours	0 hrs
Guided independent study hours	180 hrs
Module duration (Total hours)	200 hrs

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

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

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.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1:

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	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3, 4	Portfolio	2500	100	N/A

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.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

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

Please note the essential reads and other indicative reading are subject to annual review and update.

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

Administrative Information

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Initial approval date	8 th August 2022
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Version number	2