

MODULE DESCRIPTOR

TITLE	International Consultancy Project
SI MODULE CODE	25-7D11-00S
CREDITS	15
LEVEL	7
JACS CODE	<i>N120</i>
SUBJECT GROUP	SG-44010 - International Business and Business Economics
DEPARTMENT	Management
MODULE LEADER	Diane Rushton

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
36		114	150

MODULE AIM

International market development is a key issue for firms wishing to grow and become more fully internationalised. For firms engaged at the initial stage of internationalisation, international market development means comparing countries to establish the most promising market opportunities, and identifying and constructing distribution channels for their goods and services using an export mode of entry. This type of work is based upon the generation of primary market data, and the identification and careful examination of secondary data sources, both of which are high level competencies. For those who seek a future in international business organisations, the skills and understanding facilitated by a live consultancy project are deemed to be important for, and transferable to, the context of future employment.

In synthesis, the main aim of this module is to provide students with an opportunity to develop their consultancy skills and apply the knowledge, tools and techniques acquired throughout the programme into a real life situation. More specifically the aims are to:

- Introduce students to the Consultancy Process, theories and approaches to consultancy
- Gain work experience from working for a sponsoring firm on a focused 'live' international market research and development problem requiring consultancy assistance
- Improve cross-cultural communication skills and teamwork

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. Develop terms of reference for international market entry and development projects in response to client needs.
2. Produce a structured and detailed analysis of markets in an international context, using both primary and secondary information sources.
3. Evaluate the data, using appropriate academic concepts and frameworks, and use it to draw together alternatives for international market entry and development plans.
4. Suggest and justify tactics and develop cost effective action plans.
5. Work effectively in multicultural groups.

6. Produce a consultancy report, using appropriate conventions, which satisfies the client's needs.

INDICATIVE CONTENT

- An introduction to the consultancy process and consultancy skills: client expectations and outcomes.
- Exporting and the small firm.
- Indirect and direct exporting.
- Country analysis.
- International market analysis.
- Primary and secondary sources in international market analysis.
- The export marketing plan.
- Distribution channels for consumer and industrial goods.
- Market segmentation.
- The consultancy report.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

The consultancy project begins with a two day programme of lectures and workshops for all of the students on the theme of consultancy and the internationalisation of the (small) firm. It is intended that problem based learning methodology will be adopted. The students are then divided into groups of four or five and allocated a supervisor. The cultural mix of the group will be determined by the terms of reference of the project. Some require students from a particular country or region and others will require mixed groups. These small groups will have the responsibility for organising themselves and responding to the task negotiated with the client. In order to achieve this, each group will elect from amongst its own members a 'project leader'. The project leader will be responsible for communicating with the company and the academic tutor.

The role of the tutor is initially to work with the group and the company supervisor on the original company brief and to turn this into an achievable set of objectives in the form of terms of reference for the project. The tutor will meet with the groups to make formal inputs and to review the research activities of the group during the past week. Key learning points will be extracted and shared with the wider group. The sub groups will be directed to research relevant theoretical and conceptual issues in international business and marketing as the need and opportunity arises. The tutor will normally accompany the students on their first visit to the company. Once the project is underway the tutor will set a pathway for the project in terms of milestones and meet with the students to guide them and ensure that they keep on track to achieve their targets. Where necessary the tutor will help the students to liaise with the company. On the completion of the project the tutor will arrange the presentation and mark the report.

The module will be assessed via the written consultancy report. This is a group report and each group member will be awarded the same mark. Group members will be involved in peer group assessment, rating the contribution of their peers either satisfactory or unsatisfactory. Where the contribution of a group member is deemed to be unsatisfactory by more than half the group, the mark for that individual will be reduced by 15%. Feedback will be provided in the form of a written feedback sheet, which will include tutor comments and judgements in relation to specific learning outcomes. Feedback will also include detailed written comments provided by the company which has commissioned the project.

Formative feedback will be provided on a weekly basis by the tutor who supervises the project group.

A matrix setting out the standard assessment criteria is provided. These criteria are directly related to the learning outcomes of the module. The relevant learning objective is indicated in these matrices.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Group Research Portfolio	CW	75%	3750 words	Y
2	Individual self-reflection	CW	25%	1250 words	N

FEEDBACK

Students will receive feedback on their performance in the following ways

Summative tutor feedback is provided in response to the tasks set but, given the continuous nature of assessment, formative feedback is provided during the module.

As reflection is a component of the written submission students are encouraged to reflect upon their own learning during the module. The report prepared for university consumption will contain minutes of meetings and reflection upon group dynamics

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

UK Department of Trade and Industry – <http://www.dti.gov.uk>

HM Customs and Excise – <http://www.info.gov.hk/info/customs.htm>

International Chamber of Commerce – www.iccwbo.org

Institute of Export – <http://www.export.co.uk>

Yorkshire Forward - <http://www.yorkshire-forward.com/>

UKTI- <https://www.uktradeinvest.gov.uk/>

A Cropper 'International Consultancy Project'. Pearson Education (2009)

P Wickham & L Wickham Management Consulting: Delivering an Effective Project; Prentice Hall (Financial Times) (2008)

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	N/A

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	27/01/2014	11/05/2014
Course Intake 2	30/09/2013	20/12/2014
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
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If yes, please give details of the employer institution(s) below

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
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MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 1
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NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance notes.	