

MODULE DESCRIPTOR

MODULE TITLE	Managing in a Global Context		
Module Code	44-5987-00S		
Level	5		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	Coursework 30% Coursework 70%		
Pre-Requisite Modules (if applicable)			
Delivered according to Standard Academic Calendar	Long: 2 semesters	Short: 1 semester	Other delivery pattern: <i>Please specify</i>
YES	NO	YES	

1 MODULE AIMS

The aims of this module are to:

- provide the opportunity to gain an understanding of the complex trading and investment environment that international firms operate within;
- develop an awareness of the impact of globalisation on contemporary international business activity;
- generate an understanding of the changing nature of the institutions that constitute the global trading framework; and
- develop a critical understanding of the impact of regional economic integration on the activities of international firms.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Identify the key events and issues which have influenced the evolution of the current trading system;
2. Analyse the role, nature and function of key global institutions in shaping the international trading and investment environment;
3. Position global trends within the globalisation debate;
4. Compare and contrast the impact of different forms of regional trading arrangements on the practice of international business; and
5. Critically evaluate the opportunities for global business created by changes in the international trading and investment environment.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The module is delivered in the form of lectures and seminars. There is one lecture and one seminar each week. The lecture introduces students to the main features of each topic area and the seminars explore the issues raised in the lectures and examine their impact on contemporary international business. Seminar activities include case study analysis; class and small group discussion; individual and group presentations; role play exercises. The learning outcomes for this module are assessed by two pieces of coursework.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	30%	1500	No
2	Coursework	CW	70%	3500	No

4 INDICATIVE MODULE CONTENTS / TOPICS

- The globalisation of business;
- The global trading framework;
- The global monetary system;
- Regionalisation and the Triad;
- Emerging market economies;
- The globalisation of markets and production;
- Strategic alliances, joint ventures and global partnerships;
- The global manager;
- Global communication and information; and
- Globalisation and social responsibility.

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
the module handbook
the module blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

FINAL TASK

According to the Assessment Strategy 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 Strategy)	Task No.
	2

MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review