

MODULE DESCRIPTOR

MODULE TITLE	International Strategic Operations		
Module Code	25-6035-00L		
Level	6		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	CWEX100		
Pre-Requisite Modules (if applicable)			
Delivered according to Standard Academic Calendar YES / NO	Long: 2 semesters YES	Short: 1 semester	Other delivery pattern: <i>Please specify</i>

1 MODULE AIMS

The aims of this module are to enable students to:

- develop knowledge and understanding of the strategic management of multinationals and their global operations;
- develop the skills to analyse and interpret change in a global context; and
- develop knowledge of the range of competitive strategies pursued by multinational enterprises.

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

1. Analyse the main aspects of designing a sustainable global strategy;
2. Apply concepts and theories to analyse the range of competitive strategies and the management of operations;
3. Critically assess how multinationals co-ordinate their global network of operations; and
4. Critique the importance of global ethics and approaches to effective stakeholder management.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

Learning will take place through a combination of lectures and seminars. There will be a weekly lecture, which will explain the main subject material, issues and concepts. This will be complemented by a weekly seminar, which will be used to undertake a range of learning tasks such as case studies, class discussions, small group work and role play exercises. The learning outcomes for the module will be assessed through a case study as well as an examination.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	40%	2000 words	No
2	Exam	EX	60%	2 hours unseen	No

4 INDICATIVE MODULE CONTENTS / TOPICS

- Internationalisation and Managing Internationally;
- International Environmental Analysis;
- International Strategic Development;
- International Organisation Design;
- Market Selection & Entry Strategies;
- International Marketing & HRM management; and
- International 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 AND 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
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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