1. **Title of the module**

BUSN9340 (CB934): Global Strategy

1. **Division or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 7

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring

1. **Prerequisite and co-requisite modules**

None

1. **The courses of study to which the module contributes**

MSc International Business and Management; MSc Finance (Finance and Management); MEng courses

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Critically compare and contrast the main conceptual strategy frameworks.

8.2 Apply these frameworks appropriately to complex global strategy formulation, implementation and evaluation.

8.3 Demonstrate a comprehensive understanding of the complexity of global strategy value creation formation.

8.4 Demonstrate ta systematic understanding of contemporary issues in global strategic management.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Demonstrate and evidence effective negotiation skills

9.2 Communicate effectively to a variety of audiences and/or using a variety of methods

9.3 Address complex problems in a structured and logical way.

9.4 Demonstrate critical thinking around the subject area of global strategic management

1. **A synopsis of the curriculum**

The Global Strategy module has two main learning components:

* Acquiring theory and concepts in global strategy and value creation in today’s dynamic environment.
* Application of theory and concepts to the formulation, implementation and evaluation of global strategy.

The aim is to critically examine and provide insights into the practice and process of strategic management within a variety of private and public sector organisations globally.

This course is designed to allow students to develop their skills of strategic analysis and their ability to think about the selection and implementation of appropriate strategies in different industry and geographic contexts and in different types and styles of organisations, including non-profit and public sector organisations.

Indicative topics may include:

* What is Strategy, and Why is it Important?
* The Context of Global Strategy and Value Realisation
* Competitive Global Strategy and Strategic Choices
* Business models
* Digital Strategy
* Contemporary Issues in Strategic Management

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

The core text for this module is:

Phillips, P. and Moutinho, L. (2018). Contemporary Issues in Strategic Management, Routledge, Oxon, ISBN 978-1-138-93964-6, 295 pages

Students are recommended to follow up the further readings and references from the core text.

Richard P. Rumelt (2017). Good strategy, bad strategy: the difference and why it matters, Profile Books Ltd. London ISBN 978 1 78125 6176

1. **Learning and teaching methods**

Total contact hours: 24

Private study hours: 126

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Multiple Choice Test (20%)

Group Case Analysis (2000 words) (20%)

Examination, 3 hour (60%)

13.2 Reassessment methods

100% examination

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

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| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Independent Study | **X** | **X** | **X** | **X** |  | **X** |  | **X** |
| Lectures | **X** | **X** | **X** | **X** |  |  |  | **X** |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Multiple Choice Test | **X** | **X** | **X** | **X** |  | **X** |  | **X** |
| Group Case Analysis | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Examination | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Internationalisation is reflected in the learning outcomes, content and assessment which include a focus on strategic theories and practice in both domestic and international business environments.

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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