1. **Title of the module**

BUSN9144 (CB9144) Global Strategy and Economics

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**

Masters of Business Administration – Compulsory module

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**
   1. Demonstrate systematic understanding of areas which are fundamental to the development of successful strategy in the global context and a critical awareness of the macro-economic variables and other aspects of organisational context, structure and culture on global strategy implementation for innovation, creation and growth of new ventures, and sustainable organisational performance.
   2. Integrate global strategic thinking into the holistic management of a multinational organisation informed by understanding of relevant economic theories and context
   3. Critically analyse the complexity and the interconnections between various dimensions of multinational enterprises engaged in international activities such as international finance and accounting, international HRM, ethics, sustainability and government-business relations
   4. Demonstrate an ability to assess the complexities of strategic decision making and effectively play their part in managing resources across national boundaries
   5. Develop strong ability to construct logical economic arguments as they apply to international strategic decisions
2. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
   1. Communicate effectively to a variety of audiences and/or using a variety of methods
   2. Problem solve and making decisions through the analysis of problems and identification of appropriate solutions
   3. Apply critical thinking skills, also when working with complex material and utilise resources effectively
   4. Scan and organise data, extract meaning from information and share knowledge with others
3. **A synopsis of the curriculum**

The module will cover a variety of aspects imperative for a strategic analysis at a global level underpinned by economic rationales focusing on the business environment and the way firms interact either as multinational organisations or uni-national organisations that compete with multinationals. It will cover the following areas:

* Globalisation and the global business environment
* Global strategies and their determinants
* The economic rationale for globalisation and international expansion
* Building a global organisation through the successful creation of new ventures
* Risk analysis, country risk, political risk institutional environment and organisational responses
* Non-market strategies
* Ethics and corporate social responsibility in the global context
* Managing strategic Innovation and change

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

* CORE (2020) The Economy, the online, open access textbook, available at: <https://core-econ.org/the-economy/index.html>
* Philips. P. and Moutinho L (2018) *Contemporary Issues in Strategic Management,* Routledge, New York
* Dicken, P. (2015) *Global Shift: Mapping the Changing Contours of the World Economy*, (7th edition) New York: Guilford Publications
* Peng, M. (2013) *Global Strategic Management,* (3rd Edition), South-Western College Publishing
* Mintzberg, H., Lampel, J., Quinn, J. B. and S. Ghoshal (2003) *The Strategy Process*, (4th edition), Prentice Hall Publishing.
* Rugman, A.M. (ed.) (2009) *The Oxford Handbook of International Business*, Oxford: Oxford University Press
* Selected articles from Journal of World Business, Global Strategy Journal, Journal of International Business Studies, Strategic Management Journal and Harvard Business Review

1. **Learning and teaching methods**

Contact hours: 36

Private study hours: 114

Total hours: 150

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

Group presentation, 25-30 min (20%)

Individual Report, 3,000 words (80%)

* 1. Re-assessment methods

100% coursework

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* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |
| **Private Study** | **x** | **x** | **x** | **x** | **x** |  | **x** | **x** | **x** |
| *Lectures & Seminars* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Group work & presentations* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| *Group Presentation* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Individual Report* | **x** | **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**

The module is, by design, international in nature. All the subject specific learning outcomes touch on international challenges for managers whilst it is anticipated that students will develop cross-cultural communication skills through interactions during seminars and group presentations. The students will have the opportunity to bring into the discussion their own cultural/national perspective and discuss business practices appropriate to their background. This sharing of knowledge will enable them to develop a critical awareness of the global challenges from a number of different cultural and national dimensions.

**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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