



MODULE SPECIFICATION

Part 1: Information			
Module Title	The Strategic Context		
Module Code	UMSDPN-15-M	Level	M
For implementation from	January 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Strategy and International Business
Department	BBS, Business and Management		
Contributes towards	MSc International Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None.		
Co- requisites	None		
Module Entry requirements	NA		

Part 2: Description
<p>This module critically examines challenges and daily management issues confronted by multi-national corporations (MNCs) in international markets.</p> <p>The module aim is for students to develop a critical understanding of management challenges that impacts on international operations of firms. In each topic covered, students explore different approaches and perceptions that shape businesses. It provides concepts and frameworks to enable students to analyse the environment, where MNCs operate and link insight gained to strategic and operational decisions. Example topics that may be covered: market context, national competitive advantage, decision-making, and foreign direct investment.</p> <p>Scheduled contact time will include lecture and/or seminar sessions. Seminar sessions could include case study analysis, group debate and/or student presentations. Students are also expected to engage with supporting material on blackboard in the form of required and optional readings. Additional online videos may be provided to help students to understand, apply and reinforce learning of the concepts covered.</p> <p>Some of the potential topics that will be covered in this module are;</p> <ul style="list-style-type: none"> • Strategic Choices • Competitive Advantage

- Resources, Competence, and Dynamic Capability
- Decision-Making
- Foreign Direct Investment
- Managing Foreign Exchange
- Portfolio Management
- Market Entry
- Mergers & Acquisitions
- Creating and Capturing Value at the Pyramid

The seminar component of each study unit will be a combination of case study analysis and student presentations/debate.

Part 3: Assessment

Students will be assessed on the basis of a viva (25%) and a short essay (75%).

Component A: Viva (15 minutes) 25%

Viva will be based on the questions from the coursework essay submitted by the student.

Component B: Essay (3000 words) 75%

The coursework essay will require students to use a theoretical framework to analyse a case and explain how to tackle management and operational challenges faced by a firm in international markets. The essay should address the following issues: (1) develop a framework; (2) identify and critically discuss crucial challenges confronted by a firm; (3) use data to support analyse.

Identify final timetabled piece of assessment (component and element)	Component B	
% weighting between components A and B (Standard modules only)	A: 25%	B: 75%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Viva on coursework essay (15 minutes)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Coursework essay using the frameworks from the module to evaluate strategic choices of MNCs in the international markets. (3000 words plus appendices)	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Viva on coursework essay (15 minutes)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Coursework essay (3000 words plus appendices)	100%	

Part 4: Learning Outcomes and KIS

Learning Outcomes On successful completion of this module students will be able to:

- Demonstrate a systematic understanding of the challenges of managing across national boundaries (Component A & B).
- Analyse and interpret data and information, evaluate their relevance and validity, and generate a synthesis to aid the interpretation of case situations (Component A & B).
- Critically synthesise and evaluate information and analysis (sometimes contradictory) from multiple sources (Component B).
- Structure, communicate and defend analysis effectively (orally, visually and in writing) (Component A).
- Develop transferable skills in the context of intercultural and international teams, thereby gaining an appreciation of the complexity and challenges facing managers who operate in an international setting (Component A & B).

Key Information Sets Information (KIS)

Contact Hours

Total Assessment

Key Information Set - Module data				
<i>Number of credits for this module</i>				15
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
150	36	114	0	150



The table below indicates as a percentage the total assessment of the module which constitutes;

Written Exam: Unseen or open book written exam

Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	75%
Practical exam assessment percentage	25%
	100%

Reading List Reading list link
<https://uwe.rl.talis.com/lists/63B14882-F19D-785F-F041-59C1879BF113.html>

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First CAP Approval Date	UVP 10 July 2018 link to RIA			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	<i>2</i>	<i>Link to RIA</i>