



## MODULE SPECIFICATION

Part 1: Information			
Module Title	The Strategic Context		
Module Code	UMSDPN-15-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Strategy and International Business
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p><b>Overview:</b> This module critically examines challenges and daily management issues confronted by multi-national corporations (MNCs) in international markets.</p> <p><b>Educational Aims:</b> 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><b>Outline Syllabus:</b> Some of the potential topics that will be covered in this module are:</p> <p>Strategic Choices</p> <p>Competitive Advantage</p> <p>Resources, Competence, and Dynamic Capability</p> <p>Decision-Making</p> <p>Foreign Direct Investment</p> <p>Managing Foreign Exchange</p>

## STUDENT AND ACADEMIC SERVICES

Portfolio Management

Market Entry

Mergers & Acquisitions

Creating and Capturing Value at the Pyramid

**Teaching and Learning Methods:** 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.

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:

Develop a framework;

Identify and critically discuss crucial challenges confronted by a firm;

Use data to support analyse.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B	✓	75 %	Coursework essay using frameworks from module to evaluate(3000words +appendices)
Presentation - Component A		25 %	Viva on coursework essay (15 mins)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B	✓	75 %	Coursework essay using frameworks from module to evaluate(3000words +appendices)
Presentation - Component A		25 %	Viva on coursework essay (15 mins)

### Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:
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## STUDENT AND ACADEMIC SERVICES

	<b>Module Learning Outcomes</b>		<b>Reference</b>
	Demonstrate a systematic understanding of the challenges of managing across national boundaries		MO1
	Analyse and interpret data and information, evaluate their relevance and validity, and generate a synthesis to aid the interpretation of case situations		MO2
	Critically synthesise and evaluate information and analysis (sometimes contradictory) from multiple sources		MO3
	Structure, communicate and defend analysis effectively (orally, visually and in writing)		MO4
	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		MO5
Contact Hours	<b>Independent Study Hours:</b>		
	Independent study/self-guided study		126
	<b>Total Independent Study Hours:</b>		126
	<b>Scheduled Learning and Teaching Hours:</b>		
	Face-to-face learning		24
	<b>Total Scheduled Learning and Teaching Hours:</b>		24
	<b>Hours to be allocated</b>		150
	<b>Allocated Hours</b>		150
Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p><a href="https://uwe.rl.talis.com/index.html">https://uwe.rl.talis.com/index.html</a></p>		

### Part 5: Contributes Towards

This module contributes towards the following programmes of study:

- International Management [Jan][FT][Frenchay][1yr] MSc 2020-21
- International Management [May][FT][Frenchay][1yr] MSc 2020-21
- International Management [Sep][FT][Frenchay][1yr] MSc 2020-21
- International Management [Sep][SW][Frenchay][2yrs] MSc 2020-21