



## **Module Specification**

### **The Strategic Context**

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## Part 1: Information

**Module title:** The Strategic Context

**Module code:** UMSDPN-15-M

**Level:** Level 7

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Delivery locations:** Not in use for Modules

**Field:** Strategy and International Business

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** This module critically examines challenges and daily management issues confronted by multi-national corporations (MNCs) in international markets.

**Features:** Not applicable

**Educational aims:** 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.

**Outline syllabus:** Some of the potential topics that will be covered in this module are:

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

### **Part 3: Teaching and learning methods**

**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.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Demonstrate a systematic understanding of the challenges of managing across national boundaries

**MO2** Analyse and interpret data and information, evaluate their relevance and validity, and generate a synthesis to aid the interpretation of case situations

**MO3** Critically synthesise and evaluate information and analysis (sometimes contradictory) from multiple sources

**MO4** Structure, communicate and defend analysis effectively (orally, visually and in writing)

**MO5** 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

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

## **Part 4: Assessment**

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

Task A:

Viva (15 minutes) 25%

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

Task 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.

**Assessment components:**

**Presentation (First Sit)**

Description: Viva on coursework essay (15 mins)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

**Written Assignment (First Sit)**

Description: Coursework essay using frameworks from module to evaluate(3000words +appendices)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

**Presentation (Resit)**

Description: Viva on coursework essay (15 mins)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

**Written Assignment (Resit)**

Description: Coursework essay using frameworks from module to evaluate(3000words +appendices)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

International Business Management [NepalBrit] MSc 2023-24

International Management [Frenchay] MSc 2023-24