



Module Specification

Global Strategic Management

Version: 2023-24, v0,

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Part 1: Information

Module title: Global Strategic Management

Module code: UMSDU5-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: University Centre Weston

Field:

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: In this module you will gain critical understanding of how global organisations adopt strategic management approaches, in order to maximise performance within diverse operating environments. You will develop comprehensive

conceptual knowledge of strategic thinking, strategic processes and the importance of strategic direction.

Outline syllabus: Consideration will be given to the role of organisational values, mission, social responsibility, sustainability, ethical leadership, resourcing, stakeholder communication and governance.

Part 3: Teaching and learning methods

Teaching and learning methods: Dissemination and strategic analysis of industry case studies operating within culturally diverse environments will play an essential role in this module. You will critically examine performance issues within global organisations and make supported recommendations for improving business performance over time.

Module Learning outcomes:

MO1 Critically discuss how the theories, principles, concepts and analytical techniques of strategic management can be applied to complex organisation on a global scale.

MO2 Analyse the impact of key strategic issues affecting the performance of businesses operating in diverse global environments.

MO3 Examine performance issues within global organisations and make evidenced and reasoned recommendations for improving business performance.

MO4 Critically evaluate the role of strategic management and associated policies and procedures within multi-national organisations.

MO5 Robust understanding of how ethical, social and cultural factors can impact upon operational effectiveness and performance within diverse business situations.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 210 hours

Face-to-face learning = 90 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

<https://rl.talis.com/3/uwe/lists/8DE0EE3C-772F-D002-1580-86B1E0B14B87.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: The summative assessment for this module has been devised to examine your application and knowledge of the subject as well as your ability to critically evaluate the ideas presented and discussed throughout the module. Formative feedback opportunities are embedded into the module delivery, with self and peer assessment playing a pivotal role.

Component A – Case Study Exam (24 Hour Timed Assessment)

Adopting a case study approach, the completion of a 24-hour timed assessment provides significant opportunities to demonstrate awareness of the wider issues surrounding strategic management. Reflection upon prior learning will promote a critical examination of the impact that ethical, social and cultural factors can have upon operational effectiveness and performance within diverse business environments.

Component B – Report (2500 words)

Within a globalised world it has become increasingly important for businesses to view strategic management as a multifaceted construct, requiring adaptation to maintain performance and meet operational needs in diverse environments. You are required to produce a report of 2,500 words, which critically evaluates the role of strategic management and discusses how the theories, principles, concepts and analytical techniques of strategic management can be applied to complex

organisations on a global scale. Through research you will be required to critically analyse and examine impacts and key strategic issues affecting performance, within global organisations. To conclude your report, you should propose supported recommendations to increase business performance over time.

Assessment components:**Examination - Component A (First Sit)**

Description: Case Study Exam (24 Hour Timed Assessment)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO5

Report - Component B (First Sit)

Description: Report (2500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Examination - Component A (Resit)

Description: 24 Hour Timed Assessment

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO5

Report - Component B (Resit)

Description: Report (2500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Sustainability [Sep][FT][UCW][3yrs] BA (Hons) 2021-22