



Module Specification

Evaluating the Global Context

Version: 2024-25, v2.0, 05 Jul 2024

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Evaluating the Global Context

Module code: UMSDPM-15-M

Level: Level 7

For implementation from: 2024-25

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: The British College Nepal

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: Not applicable

Features: Not applicable

Educational aims: The aim is for students to develop an understanding of the external economic, social and strategic challenges that impact on firms operating across borders. It will provide concepts and frameworks to enable students to

analyse the environment in which multinational organisations operate and link the insight gained to strategic and operational decisions.

Outline syllabus: During the course of this module, the students will develop an understanding of external economic, social, political and technological challenges that shape the strategies and operations of firms' cross-border activities. It will provide concepts and frameworks to enable students to analyse the environment in which multinational organisations operate and link the insight gained to strategic and operational decisions.

Topic areas likely to be covered (examples)

-Formal and Informal Institutions

-Varieties of Capitalisms

-Role of the State and Industrial Strategy

-Shoring, sourcing and competitive strategies of Multinational Enterprises

-Technological advancements, innovation, AI and Big Data

Part 3: Teaching and learning methods

Teaching and learning methods: Each topic will be explored in an interactive workshop, some of which may be conducted with the use of UWE's virtual learning environment (Blackboard). Students are also expected to engage with supporting materials on Blackboard - required and optional readings, podcasts and videos. These learning materials will be provided to help students to understand, apply and reinforce learning of the concepts covered during the workshops.

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

MO1 Critically evaluate key concepts, frameworks, models and apply them to analyse the selected components of international business environment.

MO2 Explore and apply strategic analysis and corresponding theories and concepts to specific international scenarios and case studies

MO3 Recognise the role of ethics, sustainability and CSR in international business and formulate pertinent responses to challenges faced by MNEs globally.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 0

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: The assessment for this module comprises 2 tasks - a review of a peer-reviewed journal article, and an individual case-essay.

Task A: Academic Paper Review (40%) 1000 words

This requires the student to provide a concise review of a selected journal article set within the context of wider literature. The assessment provides students with the opportunity to demonstrate the depth of their understanding of one of the topics covered in the module and critically appraise it within broader context of current literature. The greater depth of understanding and critical appraisal needed for this component means it complements the other assessment task

Task B: Essay-case (60%) 2000 words

A case-essay assignment will be based on a particular academic article or case

study and students will be able use additional material to help provide more theories, concepts and evidence than that contained in the article or case study. The discussion is expected to be set within current academic literature and be supported by relevant empirical evidence. To minimize the level of academic offence (AO), the case-essay will contain specific instructions for each part of the essay as well as specific questions students will have to answer using the essay-type format.

All tasks are designed in such a way as to provide opportunities for formative feedback. The papers for review (Task A) will be workshoped during one of the early sessions in the semester. Similarly, for the Essay-case (Task B) material based on the lecturer own academic research (or not), students will be expected to discuss fully the material, the questions and the underpinning theories and concepts with the lecturer. Students will be able to have ongoing discussion with the lecturer during subsequent workshops on the direction and progress of their preparations.

Assessment tasks:**Written Assignment (First Sit)**

Description: Review of a peer-reviewed journal article (1000 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3

Written Assignment (First Sit)

Description: Individual case-essay assignment -2000 words.

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Written Assignment (Resit)

Description: Review of a peer-reviewed journal article (1000 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3

Written Assignment (Resit)

Description: Individual case-essay assignment -2000 words.

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

International Business Management [NepalBrit] - Withdrawn MSc 2024-25

International Management [Frenchay] MSc 2024-25

International Management [INTUNI] MSc 2024-25

International Management [INTUNI] MSc 2024-25

International Management [INTUNI] MSc 2024-25

International Management [INTUNI] MSc 2024-25