



MODULE SPECIFICATION

Code: UMSCCQ-15-M

Title: Globalization

Version: 3

Level: M

UWE credit rating: 15

ECTS credit rating: 7.5

Module type: Standard

Owning Faculty: FBL

Field: Strategy & International Business

Valid from: 1 September 2003
(revised 1 September 2010)

Discontinued from:

Contributes towards: MSc International Management

Pre-requisites: None

Co-requisites: None

Excluded combinations: None

Aim of module

This module contributes to student understanding of the process of globalization and its relevance to the field of international management. This module is part of the core curriculum for the programme MSc International Management.

This module supports the area of "Pervasive Issues", as set out in the QAA Subject Benchmark Statement for *Master's Degrees in Business and Management* (QAA 158 02/07), para 3.9.

Learning outcomes

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

- Explain and evaluate the competing perspectives and claims on economic globalization (A)
- Identify the linkages between economics, politics and law in the development of the international economy (A)
- Indicate the likely impact of changes in the global economic, political and social environment on business activity (A)
- Assessment of data on national economic performance, international trade and foreign direct investment (A)
- Analyse and interpret data and information, evaluate their relevance and validity, and generate a synthesis (A, B1)
- Structure, communicate and defend analysis effectively (orally, visually and in writing) (A, B1, B2)

Depending upon the chosen materials some of the first four learning outcomes will also be assessed in Component B. In addition the educational experience may explore, develop, and practise but not formally discretely assess the following:

- Participation in groups to develop team-working skills

- Participation in intercultural teams, gaining appreciation of the complexity and challenges facing managers who operate in an international setting

Syllabus outline

Globalization: concepts, structures, dynamics

1. Globalization as a social, economic and political phenomenon. Power in the global political economy.
2. The state, the economy and globalization: the national economy and the corporation in the contemporary global political economy. Differentiation and degrees of 'embeddedness'.
3. Global and regional governance: power, structures and rules in the global economy –security, money, finance, investment, trade. Global governance, purpose and values. Regional economic governance (EU, NAFTA, ASEAN).
4. Global and regional governance: institutions, norms and rules: IMF, World Bank, WTO, EU and NAFTA.

Global Capitalism: problems and perspectives

5. Global money and finance: the role of the US dollar, the potential of the Euro, stability and instability, 'speculation', the Tobin tax and its implications.
6. Global trade: 'free trade' – theory, values and policy – who benefits? The WTO. Protectionism. A 'new' world trade order?
7. Global development: the global distribution of wealth and poverty, the meaning and experience of 'development', the World Bank and 'structural adjustment', aid and debt relief, the prospects for development.
8. Global sustainability: 'sustainable development' in theory and practice. The relationship of economic activity and the environment. Social accounting. The corporation and sustainable development- the 'triple bottom line'.

Teaching and learning methods

This module will involve a variety of seminar-based teaching and learning approaches including formal tutor input, discussion of case studies, groups exercises (pre-planned and in-class), video presentations, and debates. These seminars will enable students to explore their interpretations and analysis with their peers, and provide an opportunity to enhance their communication and interpersonal skills.

Teaching and learning strategy. The study skills web pages, and Blackboard are incorporated into the design of the teaching strategy. In particular the following points are noted:

- Lectures employ current computer technology in the presentation of material. Audiovisual aids such as film and referral to internet sites are used to reinforce key concepts and ideas delivered in lectures.
- Under the supervision of the tutor, students are required to assume responsibility for the running of seminars. Students are provided with selected readings and are divided into teams. Each member of the team is required to provide a computer aided presentation on their reading and, in conjunction with other team members, guide class discussions. In so doing, students develop team-building skills and enhance their awareness of the intercultural challenges often faced by managers in international organizations. Further, their presentations help develop their capacity to synthesize complex information into succinct summaries delivered under prescribed time constraints.
- Programme Director and relevant module tutors will be alerted of SENDA issues and in coordination with related University personnel modify teaching approaches to address these issues.

Reading Strategy

- All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a large range of journals (both print and electronic) and a wide variety of resources available through web sites and

information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Students will be presented with opportunities within the programme curriculum (especially the Dissertation and Research Methods module) to develop their information retrieval and evaluation skills, in order to identify appropriate resources effectively.

Essential reading. This module has a set textbook and students are expected to purchase it. Please note that the text may change from year to year so please check with the module leader before purchasing.

The set text is: Dicken, Peter. (2007) *Global Shift: Mapping the changing contours of the world economy*. Sage [ISBN: 9781412929554; c£30.00] This text can be ordered through the UWE bookstore or via the internet.

- Other required reading will be provided either in a module resource pack or will be electronically retrievable via Blackboard or the library directly.
- **Further reading** – Further Reading will be required to supplement the set textbook and other provided readings. The purpose of this Further Reading is to ensure students are familiar with current research, classic works, and material specific to their interests from the academic – often journal – literature. Suggested Further Reading by topic will be indicated in the module handbook/outline provided at the start of the module. However students are also expected to employ their own initiative and discretion in selecting appropriate Further Reading that will support their study. It is expected that students will engage with the academic journal literature on this subject, and as such are likely to use articles from some of the following indicative academic journals in their further reading: *Journal of International Business Studies*, *Journal of World Business*, *International Business Review*, *Academy of Management Review*, and *Academy of Management Journal*, as well as using more practitioner focused material found in publications such as the *Harvard Business Review* and the *MIT Sloan Management Review*. Access to all these publications is available through the library, and most are available electronically.

A select list includes:

Bartlett, C., Sumantra Ghoshal, Paul Beamish (2007) *Transnational Management: Text and Cases*, 5th edn. McGraw-Hill [ISBN13: 9780071259156]
Gilpin, Robert. (2000) *The Challenge of Global Capitalism: the world economy in the 21st century*. Princeton University Press [ISBN: 0691049351; 337 GIL]
Gilpin, Robert. (2001) *Global Political Economy: understanding the international economic order*. Princeton University Press [ISBN: 0691086761; 337 GIL]
Hirst, Paul and Thompson, Grahame. (1999) *Globalization in Question: the international economy and the possibilities of governance* 2nd Edn. Polity [ISBN: 0745621635; 338.9 HIR]

Indicative Reading List – To supplement the guidance on reading given above, the following list is offered to provide students, potential students, validation panels and accrediting bodies with an indication of the type and level of information that those enrolled on the module may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, current advice on readings will be available via other more frequently updated mechanisms. All the following books can be found in the UWE library, and the classification number in square brackets follows each reference.

Djelic, Marie-Laure. ed. (2003) *Globalization and Institutions: redefining the rules of the economic game*. Elgar [337 DJE]
Held, D. (2003) *The Global Transformations Reader: an introduction to the globalization debate* 2nd Edn. Polity [306 HEL]
Hertz, N. (2001) *The Silent Takeover: Global Capitalism and the Death of Democracy*. Heinemann [330.122 HER]
Hirst, P. and Thompson, G. (1999) *Globalization in Question: the international economy and the possibilities of governance* 2nd Edn. Polity [338.9 HIR]
Klein, N. (2001) *No Logo*. Flamingo [658.827 KLE]
Krugman, P. (1990) *Rethinking International Trade*. MIT Press [382 KRJ]
Lechner, F. (2004) *The Globalization Reader*. Blackwell [337 LEC]
Muldoon, J. (2002) *The Architecture of Global Governance*. Westview [341.2 MUL]

Newton, S. (2004) *The Global Economy, 1944-2000: The Limits of Ideology*. Arnold [338.09 NEW]
 Rugman, Alan M. (2000) *The End of Globalization*. Random House Business [338.88 RUG]
 Sklair, L. (2002) *Globalization: capitalism and its alternatives*. Oxford University Press [301.01 SKL]
 Stiglitz, Joseph E. (2002) *Globalization and its Discontents*. Penguin [330.9 STI]
 Waters, M. (2001) *Globalization* 2nd Edn. Routledge [306 WAT]
 Wolf, M. (2004) *Why Globalization Works*. Yale University Press [337 WOL]
 Woods, N. ed. (2000) *The Political Economy of Globalization*. Macmillan [337 WOO]

Assessment

The performance and knowledge of students is evaluated using a combination of a written exam under controlled conditions, viva and oral presentation in class. The rationale for these choices is as follows:

- Exam: As this module is both a fundamental constitutive element of the student knowledge base and that the vast majority of students have little or no prior knowledge of the subject, there is a need to ensure that students are examined on the full spectrum of the material taught.
- Presentation: It is also recognized that the opportunity for students to develop an in-depth knowledge in an area of interest is pedagogically valuable. Further, the development of oral presentation skills is important for managers.

In consultation with University personnel and the student, appropriate modification of the module and alternative teaching methods will be undertaken in case of SENDA issues.

Specific assessment criteria for all assessment will be published in the module handbook / outline each year.

Percentage Split

Weighting between components A (controlled component) and B **A: 65% B: 35%**

ATTEMPT 1

First Assessment Opportunity

Component A

Description of each element		Element weighting
1 Examination (3 hours)	Final Assessment	100%

Component B

Description of each element

		Element weighting
1 Viva (10 min)		70%
2 Oral presentation in class, class participation, and attendance		30%

Second Assessment Opportunity (further attendance at taught classes is not required)

Component A

Description of each element

		Element weighting
1 Examination (3 hours)	Final Assessment	100%

Component B

Description of each element

		Element weighting
1 Presentation (10 min)		70%
2 Assignment (500 words)		30%

ATTEMPT 2 (OR SUBSEQUENT): Attendance at taught classes is required