



### MODULE SPECIFICATION

Part 1: Information			
Module Title	Evaluating the Global Context		
Module Code	UMSDPM-15-M	Level	M
For implementation from	January 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Strategy and International Business
Department	BBS, Business and Management		
Contributes towards	MSc International Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None.		
Co- requisites	None		
Module Entry requirements	NA		

Part 2: Description
<p>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.</p> <p>Topic areas will likely to cover</p> <ol style="list-style-type: none"> <li>1. Varieties of Capitalism and Institutions</li> <li>2. Role of the State and Industrial Strategy</li> <li>3. Macroeconomic Context (incl. Trade, Foreign Exchange (FX) and Optimum Currency Areas)</li> <li>4. The International Financial System (incl. fiscal and monetary policy, debt and shadow banking)</li> <li>5. Competitive Strategy in a transnational corporations – Resources and Advantage</li> <li>6. Corporate Social Responsibility (CSR) and culture</li> </ol> <p>Each of the study units will comprise lecture and seminar elements totalling 3 hours per week. Students are also expected to engage with supporting material on blackboard in the form of required and optional readings. Additional online videos will 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.</p>

### Part 3: Assessment

The assessment for this module will comprise 2 components. - a coursework essay and a team report and presentation. The team report and presentation will require students to analysis the environment for the industry sector in the course simulation. The individual coursework essay requires an in depth understanding and application of one of the key topics in the module.

The module engages students critically in concepts and frameworks that enable them to understand the economic and business environment in which an international firm operates. The objective is to equip students with the knowledge and ability to practically apply the module learning in situations they may encounter in enterprise situations. The assessments are designed to reflect these aims and show if the learning objectives have been achieved.

Component A2 (team report) requires students to apply a wide range of the concepts and frameworks covered in the module in analysing the context of the firm they manage in the programme simulation. This component therefore requires the understanding and application of concepts and frameworks to analyse the political economic and business environment in which their firm operates, as well as considering the social responsibility of the firm as it operates across cultures. By working as a team on this component the scope of the analysis can be far wider than an individual piece of work. The exercise will therefore mean students need to consider complex interplay between the external pressures acting on a firm.

In component A1 (team presentation) students will present the key highlights from their team report and respond to questions as team. Across both A1 and A2 students will receive the team mark adjusted by +/-10%pts based on anonymised peer feedback.

Component B (coursework essay) provides students with the opportunity to demonstrate the depth of their understanding of one of the topics covered in the module in analysing the context of an international company. The greater depth of understanding and critical appraisal needed for this component means it complements well the team report.

In combination the two components allow students to show the depth and breadth of their understanding of the material covered on the module and to demonstrate they have met the learning objectives.

While no formal formative assessment is built in to the module, formative feedback will be provided by application of concepts by teams in the seminars. In addition the mid-module timing of component B will also provide an opportunity for formative guidance.

Identify final timetabled piece of assessment (component and element)	<b>Component A</b>	
<b>% weighting between components A and B</b> (Standard modules only)	<b>A:</b> 50%	<b>B:</b> 50%
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Team presentation using the frameworks from the module to analyse the sector in which the course simulation is set (10 mins plus Q&A)	50%	
2. Team report using the frameworks from the module to analyse the sector in which the course simulation is set. (5000 words plus appendices)	50%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Individual coursework essay applying one topic from the module to a case (2000 words)	100%	
<b>Resit (further attendance at taught classes is not required)</b>		

Component A (controlled conditions) Description of each element	Element weighting (as % of component)																				
1. Individual coursework essay applying one topic from the module to analyse sector in which simulation is set (1500 words) together with a recording of a 5 minute presentation summarising the analysis and reflection on team work.	100%																				
Component B Description of each element	Element weighting (as % of component)																				
1. Individual coursework essay applying one topic from the module to a case (2000 words)	100%																				
<b>Part 4: Learning Outcomes and KIS</b>																					
Learning Outcomes																					
<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>Critically evaluate key concepts, models and their application to understand the international macroeconomic and business environment (Components A &amp; B)</li> <li>Explore and apply strategic analysis and macroeconomic theories and concepts to specific international scenarios and/or case studies. (Components A &amp; B)</li> <li>Critically undertake creative and complex analysis and problem solving to inform decision-making in a multinational organisation (Components A &amp; B)</li> <li>Recognise and address ethical, CSR and sustainability and how a global perspective informs and challenges views (Component A &amp; B)</li> <li>Ability to recognise and utilise individuals' contributions in group processes and to negotiate and persuade or influence others in multi-cultural team environment (Component A)</li> </ol>																					
<p>Key Information Sets Information (KIS)</p> <p>Contact Hours</p> <p>Total Assessment</p>	<table border="1" data-bbox="443 1200 1251 1361"> <thead> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> </thead> <tbody> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="496 1700 1166 1935"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>50%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>6.</td> <td>100%</td> </tr> </tbody> </table>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	Total assessment of the module:		Written exam assessment percentage	50%	Coursework assessment percentage	50%	Practical exam assessment percentage	0%	6.	100%
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Reading List	<p>Reading list link - <a href="https://uwe.rl.talis.com/lists/4EB19031-C4DA-A692-2A62-9E37A21AEF6A.html">https://uwe.rl.talis.com/lists/4EB19031-C4DA-A692-2A62-9E37A21AEF6A.html</a></p>																				


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First CAP Approval Date	UVP 10 July 2018 <a href="#">link to RIA</a>			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	<i>2</i>	<i>Link to RIA</i>