



MODULE SPECIFICATION

Part 1: Information			
Module Title	Evaluating the Global Context		
Module Code	UMSDPM-15-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Strategy and International Business
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>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.</p> <p>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.</p> <p>Topic areas likely to be covered (examples)</p> <ul style="list-style-type: none"> -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

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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.

Part 3: Assessment

The assessment for this module comprises 2 components - a review of a peer-reviewed journal article, and a group mini-seminar leading to an individual essay.

Component A (70%)

- Component A: Element 1 - Group mini-seminar (20%)

Students will discuss and explore a selected issue related to one of the topics covered during the course of the module. The mini-seminar will also include a design and execution of in-class activity.

- Component A: Element 2 - Individual essay (80%)

The essay builds on Element 1 and is prepared based on the feedback received by the group. In the individual essay the students are required to apply relevant concepts and frameworks covered in the module to develop an in-depth, critical discussion of selected issues explored in the mini-seminar. The discussion is expected to be set within current academic literature and be supported by relevant empirical evidence.

The referral task will require students to address a different issue drawn from the module topics and record a short presentation summarising key arguments of the analysis, with a reflection comparing the experience of team work earlier in the semester and individual effort on the resit essay

Component B: Academic Paper Review (30%)

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

The referral task will require the students to review a different paper provided by the module leader.

Both components are designed in such a way as to provide opportunities for formative feedback. The papers for review (Component B) will be workshopped during one of the early sessions in the semester. During the preparation of their mini-seminar (Component A, Element 1) students will be expected to consult module tutors on the direction and progress of their preparations.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A	✓	50 %	Individual essay addressing an issue explored during the mini-seminar in greater depth (2200 words)
Presentation - Component A		20 %	Group mini-seminar addressing an issue related to one of the module topics and including a learning activity for the class.
Written Assignment - Component B		30 %	Review of a peer-reviewed journal article (1250 words)
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Written Assignment - Component A	✓	50 %	Individual essay (2200 words)

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Presentation - Component A		20 %	Individual presentation (7 minutes) (Recorded)
Written Assignment - Component B		30 %	Review of a peer-reviewed journal article (1250 words)

Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;">Module Learning Outcomes</th> <th style="text-align: left;">Reference</th> </tr> </thead> <tbody> <tr> <td>Critically evaluate key concepts, frameworks, models and apply them to analyse the selected components of international business environment.</td> <td>MO1</td> </tr> <tr> <td>Explore and apply strategic analysis and corresponding theories and concepts to specific international scenarios and case studies</td> <td>MO2</td> </tr> <tr> <td>Recognise the role of ethics, sustainability and CSR in international business and formulate pertinent responses to challenges faced by MNEs globally.</td> <td>MO3</td> </tr> <tr> <td>Recognise and utilise individuals' contributions in group processes and to negotiate and persuade or influence others in multi-cultural team environment.</td> <td>MO4</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Critically evaluate key concepts, frameworks, models and apply them to analyse the selected components of international business environment.	MO1	Explore and apply strategic analysis and corresponding theories and concepts to specific international scenarios and case studies	MO2	Recognise the role of ethics, sustainability and CSR in international business and formulate pertinent responses to challenges faced by MNEs globally.	MO3	Recognise and utilise individuals' contributions in group processes and to negotiate and persuade or influence others in multi-cultural team environment.	MO4						
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/index.html</p>																

Part 5: Contributes Towards
<p>This module contributes towards the following programmes of study:</p> <p>International Management [Jan][FT][Frenchay][1yr] MSc 2020-21</p> <p>International Management [May][FT][Frenchay][1yr] MSc 2020-21</p> <p>International Management [Sep][FT][Frenchay][1yr] MSc 2020-21</p> <p>International Management [Sep][SW][Frenchay][2yrs] MSc 2020-21</p>