

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Contemporary Strategic Management in Global Contexts
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	7
<b>4</b>	<b>Module Code</b>	MAN7035

<b>5</b>	<b>Module Overview</b>
<p>The aim of this module is to introduce you to key strategic issues in management in a global context. This is done by practitioner analysis of the impact of globalisation on management today and the relevance of core theories in management and global business. Through a project based learning approach, this module seeks to bridge the gap between theories and the decision making process of solving real, complex business problems in a global setting. You will also be encouraged to draw from your own managerial experiences and global awareness and prior learning from previous modules where applicable, in line with the overall course aims.</p> <p>Moreover, a key outcome of the module is the development of independent, autonomous learners who can apply contemporary academic knowledge to real life organisations and industries. This is supported via weekly reading and a wealth of inbuilt online learning virtual learning environments e.g. global data sets, access to company profiles from the Chartered Management Institute's resources, Moodle case studies and videos and global online research and global strategic planning management tools.</p> <p>The core content will expose students to key theories and models of management and international business as well as contemporary issues in doing business globally e.g. Socio-political and cultural issues, global economic and technological considerations, sustainability and corporate governance, legal and geopolitical issues, global strategic marketing in emerging markets etc.</p> <p>The module embeds interactive group and blended learning of the content by simulating and updating live client company and regional profiles that are analysed via core theories and models, to develop analytical, problem solving, global awareness and decision-making skills required by Managers today. This corresponds to the course aims of relevant, cutting-edge delivery and content for managers of the future.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>This module may include topics such as:</p> <ul style="list-style-type: none"> <li>• Introduction to the module and Globalisation</li> <li>• Strategy planning and Strategic Fit</li> <li>• Economic, Cultural, technological, Socio-political and geopolitical issues</li> <li>• Ethics, sustainability and corporate governance in the Global context</li> <li>• Global Market Search: Determining Global Market Opportunities</li> <li>• Managing the Global trend towards emerging markets</li> </ul>	

<b>7</b>		<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>		
	<b>1</b>	Critically evaluate the global business environment and the opportunities, challenges and strategies for businesses pursuing global markets.
	<b>2</b>	Demonstrate a critical awareness and application of the frameworks of strategic analysis, tools and models in the formulation of strategy for operating in a global environment.
	<b>3</b>	Critically analyse contemporary theories and concepts and formulate a range of approaches and considerations for maintaining effective strategic management in response to global business conditions.
	<b>4</b>	Review the significance of ethics, sustainability and corporate social responsibility issues, and stakeholders in shaping strategic management approaches and the formulation of global strategies.

<b>8</b>		<b>Module Assessment</b>		
<b>Learning Outcome</b>		<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1-4</b>		<b>X</b>		<b>X</b>

<b>9</b>		<b>Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>		<b>Hours</b>	
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		48	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		36	
<b>Private Study (PS)</b> includes preparation for exams		116	
<b>Total Study Hours:</b>		200	