

Module code: MOD003473	Version: 2 Date Amended: 02/Mar/2012
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1. Module Title
Business Strategy - A Global Approach

2a. Module Leader	2b. Department	2c. Faculty
Null	Department of Leadership and Management	Lord Ashcroft International Business School

3a. Level	3b. Module Type
7	Standard (fine graded)

4a. Credits	4b. Study Hours
15	150

5. Restrictions			
Type	Module Code	Module Name	Condition
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Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
This module investigates strategy within an international context. It assess the impact of globalisation on contemporary organisations, evaluates how managers should respond to different national cultures and assesses the pros and cons of a variety of international market entry options. There is an analysis of the evolution of strategy theory and its linkages with business history, industrial economics, military strategy, leadership, organisational theory and decision making theories. The impact of Japanese business success upon strategic thinking is examined in detail as representing an inflection point in strategic theorising. The relevance of the resource based models of strategy will be critically examined. This provides a basis for examining classifications of strategic thinking, particularly those by Whittington, by Mintzberg et.al, and by De Wit and Meyer. One of the main focuses for the design of this module has been the further development of relevant employability and professional skills. Such skills are implicit in the learning outcomes. The assessment of this module is through a 3.25 hour examination. Multiculturalism has been considered during the design of this module and will be considered when the exam brief is written.

6b. Outline Content
-Globalisation -Understanding national cultures -The deliberate, emergent and managerial mindset approaches to strategy - International market strategies -Traditional strategy approaches -Emergent and ethical approaches -Risk & diversification in a global context

6c. Key Texts/Literature
Rugman A. & Collinson S. (2009) International Business (5th ed) FT/Prentice Hall Deresky H (2008) International Management: Managing across borders and cultures,(6thEdition) Prentice Hall De Wit, R & Meyer, R. (2010) Strategy Synthesis, (3rd Edition)Thomson Lynch R (2006) Corporate Strategy (4th Edition) FT Prentice Hall Anglia Ruskin Library: Refereed journals, business newspapers, computer databases and ejournals Recommended databases -Strategic Management Journal -Harvard Business Review - Long Range Planning
<i>Last Updated: 03/08/2009</i>

6d. Specialist Learning Resources
None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Critically evaluate strategy within the context of globalisation;
2	Knowledge and Understanding	Develop a critical awareness of the key issues in international strategy from the perspective of developed, less developed and rapidly developing economies;
3	Knowledge and Understanding	Demonstrate a critical awareness of classical and contemporary theories in strategy and assess their application within international settings;
4	Intellectual, practical, affective and transferrable skills	Critically evaluate frameworks for developing strategy in an international context including a range of potential international market entry options.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-4	2 hours weekly, delivered through lectures and tutorials (12 hours of lectures + 12 hours of tutorials), or equivalent.
Other teacher managed learning	12	1-4	2 hours weekly, delivered through lectures and tutorials (12 hours of lectures + 12 hours of tutorials), or equivalent.
Student managed learning	126	1-4	126 hours
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Examination	1-4	100 (%)	Fine Grade	30 (%)
Details:	EXAMINATION - 3 HOURS + 10 MINUTES READING TIME				
Examination - 3 hours + 10 minutes reading time Compensation not allowed London College of Accountancy					

In order to pass this module, students are required to achieve an overall mark of 40%.
In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment of as specified above
(b) pass any pass/fail elements