

IB3K1-12 Global Sourcing & Innovation

20/21

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Shweta Singh

Credit value

12

Module duration

9 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This course focuses on outsourcing, offshoring and insourcing of professional services including examples from business process outsourcing (BPO), IT outsourcing (ITO), and Knowledge Process Outsourcing (KPO).

[Module web page](#)

Module aims

The course covers two broad areas: (1) global sourcing models including outsourcing, offshoring, captive centers, and crowdsourcing; and (2) innovation through such sourcing models. It draws on economics and management theories as well as real-world examples from managerial practice. The goal is to help identify the challenges of global sourcing as well as the costs, risks, rewards, and strategies involved in sourcing decisions.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

This course focuses on outsourcing, offshoring and insourcing of professional services including

examples from business process outsourcing (BPO), IT outsourcing (ITO), and Knowledge Process Outsourcing (KPO). The course covers two broad areas: (1) global sourcing models including outsourcing, offshoring, captive centers, and crowdsourcing; and (2) innovation through such sourcing models including open innovation. It draws on economics and management theories as well as real-world examples from managerial practice. The goal is to help identify the challenges of global sourcing as well as the costs, risks, rewards, and strategies involved in sourcing decisions.

Learning outcomes

By the end of the module, students should be able to:

- Discuss historical and economic perspectives on outsourcing and offshoring.
- Define the critical success factors in managing outsourcing relationships and distributed teams.
- Explore the process of achieving innovation through sourcing strategies.
- Analyse a business situation to identify key influencing factors of the outcome, and their effect. Apply theoretical frameworks to practical situations.

Indicative reading list

The Handbook of Global Outsourcing and Offshoring” by Oshri, Kotlarsky, and Willcocks, 3rd edition, 2015 (highly recommended).

General Reading about Globalization: “The World Is Flat: A Brief History of the Twenty-first Century” by Thomas Friedman, 2005.

Offshoring Stories and Best Practices: “Globalization Wisdom” by Vashistha, 2009.

A hands-on guide on how to set up an outsourcing and vendor strategy and decide what is in and what is out” Multisourcing: Moving Beyond Outsourcing to Achieve Growth And Agility”, Cohen and Young, 2006.

One of the few books on captives: “Offshoring Strategies: Evolving Captive Center Models,” Oshri, 2011.

On open innovation “Open Innovation: The New Imperative for Creating and Profiting from Technology,” Henry Chesbrough, 2003.

On crowdsourcing, “The Open Innovation Marketplace,” by Dwayne Spradlin, 2011.

Subject specific skills

Identify the trade-offs among global sourcing models (Domestic Outsourcing, Offshore outsourcing, Domestic In-sourcing Captive Models).

Transferable skills

Explore the process of developing a sourcing strategy.

Examine the benefits and challenges of different sourcing strategies for different geographies.

Business analysis of real world scenarios.

Working in teams.

Presentation skills.

Study

Study time

Type	Required
Lectures	9 sessions of 2 hours (15%)
Seminars	9 sessions of 1 hour (8%)
Private study	37 hours (31%)
Assessment	56 hours (47%)
Total	120 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A1

	Weighting	Study time
Group Presentation and Assignment (12 CATS)	30%	17 hours
Group presentation and assignment: 15 minute in-class presentation, and a write up a 1500 word summary.		
Individual Assignment (12 CATS)	70%	39 hours
Individual essay: Case Study analysis.		

Feedback on assessment

Written feedback to individual case study analysis and to group coursework.

Availability

Courses

This module is Optional for:

- Year 3 of UESA-HN11 BSc Engineering and Business Studies
- UIBA-MN34 Law and Business Four Year (Qualifying Degree)
 - Year 3 of MN34 Law and Business Studies Four Year (Qualifying Degree)
 - Year 4 of MN34 Law and Business Studies Four Year (Qualifying Degree)
- Year 4 of UIBA-N140 Undergraduate International Business
- Year 4 of UIBA-N1R1 Undergraduate International Business with French
- Year 4 of UIBA-N1R2 Undergraduate International Business with German
- Year 4 of UIBA-N1R3 Undergraduate International Business with Italian
- Year 4 of UIBA-N1R4 Undergraduate International Business with Spanish
- Year 3 of UIBA-MN31 Undergraduate Law and Business Studies
- Year 3 of UIBA-MN32 Undergraduate Law and Business Studies
- UIBA-MN35 Undergraduate Law and Business Studies with Intercalated Year (3+1)
 - Year 3 of MN35 Law and Business Studies with Intercalated Year (3+1)
 - Year 4 of MN35 Law and Business Studies with Intercalated Year (3+1)
- Year 3 of UMAA-G1NC Undergraduate Mathematics and Business Studies

This module is Option list A for:

- UIBA-N203 BSc in International Management
 - Year 4 of N203 International Management
 - Year 4 of N203 International Management
- Year 3 of UIBA-N201 BSc in Management
- Year 4 of UIBA-N202 BSc in Management (with Intercalated Year/UPP)
- Year 3 of UIBA-N211 Undergraduate Information Systems Management and Innovation
- Year 4 of UIBA-N214 Undergraduate Information Systems Management and Innovation (with Intercalated Year)

This module is Option list B for:

- UIBA-N201 BSc in Management
 - Year 3 of N230 Management with Finance
 - Year 3 of N250 Management with Marketing
- UIBA-N202 BSc in Management (with Intercalated Year/UPP)
 - Year 4 of N231 Management with Finance (with Intercalated Year)
 - Year 4 of N251 Management with Marketing (with Intercalated Year)
- Year 3 of UIBA-NN35 Undergraduate Accounting and Finance
- UIBA-NN36 Undergraduate Accounting and Finance (with Intercalated Year/Undergraduate Partnership Programme)
 - Year 4 of NN36 Accounting and Finance (Intercalated)
 - Year 4 of NN37 Accounting and Finance (Undergraduate Partnership Programme)