

IB3K1-15 Global Sourcing & Innovation

22/23

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Sue Newell

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module available for WBS and non-WBS students.

This module 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.

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 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 A3

	Weighting	Study time
Group Presentation and Assignment (15 CATS)	30%	22 hours
Group presentation and assignment: 15 minute in-class presentation, and a write up a 1500 word summary.		
Individual Assignment (15 CATS)	70%	51 hours
Individual essay: Case Study analysis (2500 words).		

Feedback on assessment

Feedback provided via my.wbs.

Availability

Courses

This module is Optional for:

- 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 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)

This module is Option list A for:

- Year 3 of UESA-HN15 BEng Engineering Business Management
- Year 4 of UESA-HN13 BEng Engineering Business Management with Intercalated Year