IB9C1-15 Global Challenges in Management & Sustainability

26/27

Department
: Warwick Business School

Level
: Taught Postgraduate Level

Module leader
: Irina Surdu-Nardella

Credit value
: 15

Module duration
: 9 weeks

Assessment
: 100% coursework

Study location
: University of Warwick main campus, Coventry

Description

Introductory description

This module will provide students with the theoretical foundations, appropriately supported by real-life examples, to help understand how global business works today. Anyone who picks up a newspaper or watch the news on television or radio or social media will immediately understand the importance of global business and how it has become central to decisions made by governments and their regulators - the trade conflict between the US and China, all the problems for global businesses (as well as the people of the UK and Europe) arising out of Brexit and the potential disruption to global supply chains for companies as diverse as car manufacturers and financial services. Furthermore, environmental crises and disruptions come in various forms: economic recessions, disease outbreaks, as well as terrorist attacks – many of which cannot be easily predicted and impose numerous non-trivial costs on firms, particularly MNEs due to their multi-market exposures. At the same time, MNEs are accused of behaving irresponsibly in their quest for global market growth, which is likely to impose further costs on these firms. By the end of the module, you will be able to dig deep into these news headlines and gain real insight into the issues in order to discuss how MNEs can build sustainable business models in today's global business environment.

[Module web page]

Module aims

This module aims to:
Develop students' critical awareness of major issues and problems associated with the development of global business strategies.
Provide students with an understanding of major trends in globalisation and the factors influencing international investment by global firms.
Develop students' capacity to critically evaluate ideas about the internationalisation process together with an awareness of the problems of formulating and implementing sustainable global business strategies.
Develop students' ability to understand and apply concepts and skills relevant to the problems of managing global value chains sustainably and dealing with the challenges associated with adapting to the informal “rules of the game” in different host markets
Develop students' understanding of how firms may incorporate sustainable goals into the management of their global operations and how MNE subsidiaries can learn from one another

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.

Indicative syllabus:
Foreign Direct Investment
International competitive advantage: Nations and firms
The role of formal and informal institutions in global business
Emerging market economies: Risk and strategies
Multinational enterprises strategies and structures
Mergers and acquisitions and International joint ventures
Corporate social responsibility and irresponsibility and firm outcomes
Global value chains: Sustainability during crises and disruptions
Climate change and its impact on global businesses.

Learning outcomes

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

- Demonstrate a comprehensive understanding of the problems of managing and understanding overseas operations.
- Demonstrate a comprehensive understanding of the challenges posed by sustainability pressures on the business models of MNEs
- Critically analyse and interpret global business strategy issues including the costs versus benefits associated with global strategy
- Present ideas and support/ evidence them using empirical and/or theoretical work and relate different theories and their main contributions and weaknesses
- Define, frame and solve corporate problems.
- Deliver a clear proposed strategy linking theoretical ideas and concepts to practical solutions

Indicative reading list

Reading lists can be found in Talis

International

Students will be required to:
Demonstrate a comprehensive understanding of, and be able to apply concepts and skills relevant to, the problems of managing and understanding overseas operations.
Identify and relate different theories and their main contributions and weaknesses
Demonstrate critical analytical skills with respect to interpreting global business strategy issues and the challenges to becoming more sustainable as an international organization

Subject specific skills

Identify and connect theoretical work with application to business problems and links to corporate competitive advantage, sustainable goals and performance
Evaluate business problems from the perspective of the parent and host management of a global company, alongside the perspective of other key stakeholders such as: home and host governments, lobbyists, partners, suppliers, distributors, customers, employees and so on
Assess the cognitive structures widely shared by people in a particular company and how they relate to the prevailing management structures
Provide and evaluate original solutions to how a global business should implement international, sustainable strategies in a given market

Transferable skills

Demonstrate ability to work with team members and delegate tasks successfully
Use written communication to put forward an analytical point of view
Demonstrate problem solving skills

Study

Study time

Type	Required
Lectures	9 sessions of 1 hour (6%)
Online learning (scheduled sessions)	(0%)
Other activity	18 hours (12%)
Private study	49 hours (33%)
Assessment	74 hours (49%)
Total	150 hours

Private study description

Private study to include preparation for lectures and own reading

Other activity description

9 x 2 hrs F2F workshops

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 A2

	Weighting	Study time	Eligible for self-certification
Assessment component			
Presentation	20%	15 hours	No
Reassessment component			
Individual Assignment Individual Assignment 1000 words			Yes (extension)
Assessment component			
Individual Assignment Individual Assignment 2500 words	80%	59 hours	Yes (extension)
Reassessment component is the same			

Feedback on assessment

Feedback via my.wbs

Availability

Courses

This module is Optional for:

- Year 1 of TIBS-NL00 MSc Accounting and Sustainability
- Year 1 of TIBS-N500 MSc in Marketing and Strategy
- Year 1 of TIBS-N1N3 Postgraduate Taught Business Analytics
- Year 1 of TIBS-N1F5 Postgraduate Taught Business and Finance
- Year 1 of TIBS-N1F3 Postgraduate Taught Business with Marketing
- Year 1 of TIBS-N1QG Postgraduate Taught Business with Operations Management
- Year 1 of TIBS-N1F4 Postgraduate Taught International Business (MINT)