

Global business practice module



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Welcome to this Level 7 module: Global Business Practice. This is a core compulsory module for all the Business and Management Masters programmes within the West London International Business School. The module examines the shifts occurring globally in production patterns, economic activity, and industry evolution. The changing contours of the global economic map reflect new trends in production, trade and FDI and increasing complexity in the global economy. Much of this change is technologically driven which particularly impacts on financial services and flows of capital. This drives the need for businesses to innovate in production, supply, distribution and marketing processes.

Corporate architectures are also shifting and the module examines emerging transnational corporations, looking at why and how TNC's develop and their relationship to the nation states in which they operate. The state's role as competitor, collaborator, regulator and container is examined, together with the dynamics of the bargaining processes between the Nation State and the TNC. The module also develops an understanding of Governance issues and CSR for TNCs, and how issues of people, profit and planet interrelate.

2Administrative and Technical Support The administrators for the module are Jackie Forbes-Steers and Susan Broomfield. (TC375) 3. Timetable/Venue/Rooms Rooms as per Masters programme timetable. 4. Student Support and Guidance West London Online (Blackboard)

All the key information you require to complete this module will be made available through West London Online (Blackboard). Please check the module site regularly for additional resources or information made available while the module is running. Updates or changes will be communicated to

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you via Blackboard announcements and/or email – so please also ensure that you check your student email account regularly. Help and support There are Help Pages at <http://uwl.ac.uk/westlondononline> - these provide guidance for all students in making use of the University's online learning platforms. All technical issues with Blackboard, Turnitin and PebblePad should be reported to the IT Service Desk. You can do so by: Talking to staff in any IT Suite or Library Calling 0300 111 4895 (internal phone extension 4895) Emailing [\[email protected\].ac.uk](mailto:.ac.uk) Learning Support Learning Support is free and available to all UWL students. Your first point of contact for any enquiry about support available for writing, maths, structuring essays, revision techniques, or any other support you require with academics skills is learning. [\[email protected\].ac.uk](mailto:.ac.uk) . You will also find online self-help and self-tests on academic writing, plagiarism, grammar and punctuation and time management. This is available at Study Support Online. Look for the link to Study Support Online when you log on to West London Online (Blackboard) <http://online.uwl.ac.uk> .

The University also offers you the opportunity to test and improve your own academic skills at leisure, in your own time. This test is free and available for the duration of the course. It can be found on the Study Support Online community inside West London Online (Blackboard). Look for the link to Study Support Online when you log on at <http://online.uwl.ac.uk> One-Stop-Shop Students can benefit from a variety of support services during their studies. The One-Stop-Shop offers professional services which are free, impartial and confidential. They offer information, advice and guidance to students in a variety of ways e. g. face to face, telephone, email, Skype.

They aim to answer all your questions, or direct you to someone who you can talk to. They are located on Ground Floor, C Block, St. Mary's Road, Ealing with a satellite service to Paragon and Reading, including drop-in sessions (these are advertised on each site). Opening hours: Monday to Thursday 9.00 to 5.00pm Friday 10.00 to 5.00pm For further information on each area go to: http://www.uwl.ac.uk/students/Support_for_students.jsp Email: @ac.uk Telephone: 020 8231 2573 / 2991 / 2739 The University Library The University Library provides a wide range of services, resources, advice and help to support teaching, learning and research across the institution.

There are two physical libraries: The main campus Library in St Mary's Road, which comprises of four floors. The Health Library on the second floor of Paragon House. There is also a virtual library at the Berkshire Hub providing access to all our e-resources and which is fully supported with professional Library and IT help and advice. All students are automatically members of the Library. The Unique card is also the Library card, and borrowing rights are automatically set according to course and status. Self-service machines are available at all Libraries, allowing for independent borrowing when service desks are not staffed.

The Academic Support Librarians provide help and support throughout the learner journey, running training sessions on a regular basis on topics such as Reworks and referencing, or database search strategies, and offering one-to-one advice on finding detailed resources for assignments by appointment. Further information including opening hours and contact details is available at: http://library.uwl.ac.uk/use/sites/opening_hours.html.

Content of the Module

Global shift: Introduction to scope of the module Nature and scope of globalisation: Economic shifts, production patterns, and TNC activity. The role of information technology in economic transformation and product and process innovation. Geographies of technological innovation.

Complexity in the global economy Features, actors and characteristics. Unravelling complexity Global shift: Changing contours of global economic map: production, trade and FDI. 3. Transnational corporations Why and how TNC's develop. Internal and external networks. Structural types. Global and multinational business models. Role of the state State's role as competitor, collaborator, regulator and container. Bargaining processes between the State and TNC's. Governance and CSR for TNC's States, Institutions, and issues of Corporate Governance. TNC's and CSR. Ethics in International Business 6. International Trade Theory Benefits of Trade Patterns of Trade.

Instruments of trade Policy

Foreign Direct Investment Trends, directions, shifting ideologies. Regional Economic Integration The case for / against its development. Implications for international companies. Global monetary system Functions of foreign exchange market. Functions of Global Capital Markets. Global logistics and international trade Logistics and international trade. Procurement and outsourcing. Global food industry Food supply and production processes. Corporate strategies in the food industry. Production and Supply Chain Strategies Lean production. Supply chain strategies Agile supply chains / mass customisation.

Global fashion industry Clothing supply and production processes. Corporate strategies in the clothing industry. Global car industry Car supply and production processes. Corporate strategies in the car industry.

Aims of the Module

Highlight a range of pertinent issues appropriate to the understanding and analysis of global business developments and shifting economic activity and power. Examine the role of supply chain management within the global economy as a whole. Examine the role of TNC's supply chain management within the growth of the global economy. Highlight the importance of sustainability within global business models.

UWL's Library Services offer the best possible learning environment, with one of the largest, electronic collections of resources in the higher education sector. We have invested heavily in updating our traditional library and computing facilities. They provide workstations offering full internet access. There is also an extensive collection of electronic databases covering virtually all subjects. The libraries hold a substantial stock of specialist books and journals, housed in a combination of open and private study areas. There is also a wireless network available for personal laptops within each library. Support staff at each library can help you get the most from the resources, and subject-specialist librarians can help with more detailed research queries.

Self-issue machines for book loans in/out of service hours are available in Ealing and Brentford. UWL is a member of the Society of College, National and UK Libraries (SCONUL), and M25 Libraries consortia. These organizations

allow access to other HE institutions' libraries and specialist libraries within London and throughout the UK.

Blackboard: The UWL e-learning platform contains all the module material including the module study guide, lecture slides, tutorial commentary and links to useful websites. Section B Assessment and Feedback 9. Assessment: General Information Assessment for the module consists of coursework weighted at 50% and a final assignment weighted at 50%. The pass mark for the module is 50%; in addition a minimum of 50% must be obtained in both pieces of assessment. 10. Details of Assessment Assessment 1 Briefing: The purpose of the essay is to ascertain how companies may best be structured and organised to conduct international business activities.

Your work should evidence a clear understanding of the respective nature and roles of TNC's and Nation states and the tensions that exist in their respective powers, influence and operations. You should display evidence of current debates and also consider the changing contours of global business practice in coming years. You should also make reference to the role and influence of global institutions (such as WTO and the World Bank) and C. S. O's. Your work should evidence an understanding of Institutional Governance and C. S. R. You will be marked on your argument and on the quality of supporting evidence and examples, not on your opinion which may be freely expressed, but should be justified in your discussion.

Your work should evidence a clear understanding of international trade and supply chain management in your chosen transnational company. You will need to consider: The procurement of raw materials / materials / components / sub-assemblies / services. An overview of the production/

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service processes used by the transnational company should make reference to lean production/ service techniques. You will also need to describe the distribution of finished products to the market. Your report should be supported by appendices giving a supply chain diagram(s) and a table giving key economic / financial data relating to the status of your chosen transnational companies international trade.

Any student who knowingly permits another student to plagiarise his/her own work will also be regarded as having breached the General Regulations. Self-plagiarism can also occur if a student does not reference their own, previous, work. See also: Student Handbook Section 3. University Regulations and Student Code of Conduct For further advice on plagiarism go to the UWL website: http://www.uwl.ac.uk/students/current_students/Advice_to_students_on_plagiarism.jsp

As detailed in Section 4 above, the Learning Support Team are available to help with any issues you may have with academic writing and referencing. Evaluation of the Module The module will be evaluated on line by students. Personal Development Plan (PDP) Not relevant to postgraduate students.

Assessment criteria & marking grid: see below. Timing of feedback: Week 12. Students will be given written feedback. There will also be verbal collective feedback for the whole group. Assessment task: An individual Management Report: Analysing how international trade and supply chain strategies are implemented, supported, delivered and developed in a chosen trans-national company agreed with your tutor. Weighting: 50% Date/time/method of submission: Week 15 Word count or equivalent: 2, 000 words Assessment criteria & marking grid: see below. Timing of feedback: After Module

Assessment Board. There will be an opportunity for students to prepare for the re-sit assignment.