

Centre for Business Education

Head of Unit

Dr I Robson

Degree Programmes

Graduate Diploma: International Business Studies
Marketing

M.Litt.: International Business Studies
Marketing

Programme Requirements

International Business Studies

Graduate Diploma: 90 credits including BS5105, BS5201, BS5202, BS5203, BS5204, BS5205 plus 15 credits from (BS5220, BS5120 or BS5221) and 15 credits from (BS5122, BS5121 or BS5222)

M.Litt.: 120 credits as for the Graduate Diploma plus BS5199

Marketing

Graduate Diploma: 90 credits including BS5101, BS5102, BS5103, BS5104, BS5105, BS5106, plus 15 credits from (BS5120, BS5120 or BS5221) and 15 credits from BS5122, BS5121 or BS5220)

M.Litt.: 120 credits as for the Graduate Diploma plus BS5199

BS5101 Marketing and Organisations

Credits: 15.0 Semester: 1

Programme(s): Compulsory module for M.Litt. in Marketing

Description: This module critically challenges the view that a marketing orientation is a precursor for success in business environments. Alternative views are explored and critiqued against the backdrop of theories of organisational design. Specifically, the module shows how organisations can be analysed, designed and changed through the medium of different images of organisation. Drawing heavily on the seminal work by Gareth Morgan, each image focuses attention to significant aspects of the organizing process, and provides a distinctive means of understanding and managing organisations. The course is designed to show how marketing managers and any other organisational member can use these images of organisations as tools for guiding and informing action. Two key themes in the module are change and internationalisation: change because there is rarely anything which is “fixed” about organisational life; one way of looking at organisations is that they are always in a state of becoming; internationalisation because looking at organisations and theories from other countries helps you to understand your own organisations from a much wider and more valuable perspective.

Class Hour: To be arranged.

Teaching: Alternate week seminars

Assessment: Continuous Assessment = 100%

Business Education – 5000 Level Modules

BS5102 Buyer Behaviour

Credits: 15.0 Semester: 2

Programme(s): Compulsory module for M.Litt. in Marketing

Description: This module examines the various models of buyer behaviour from a consumer and a business to business perspective in order to develop effective product, communication and delivery strategies. The module aims to explore the main theories of buyer behaviour and to apply these to the 21st century consumer. The theoretical foundations of buyer behaviour drawn from economics, psychology, anthropology and management are explored and the notion of consumption as the basis of constructing identity and the implications of this for marketing. Finally, the nature of the organisational buying is explored including the models of business purchasing and the role of individuals in decision making units.

Class Hour: To be arranged.

Teaching: One lecture, one seminar

Assessment: Continuous Assessment = 100%

BS5103 Marketing Research

Credits: 15.0 Semester: 2

Programme(s): Compulsory module for M.Litt. in Marketing

Description: This module introduces students to the theories of research and to the practical demands of data collection and analysis. The module covers research philosophies, types of data and the associated techniques for its collection, including quantitative and qualitative methods. Practical use of computer packages for data analysis and analysis techniques is included. This module also provides a strong insight into the theoretical and methodological unpinning for the dissertation.

Class Hour: To be arranged.

Teaching: Blocked lectures, practical project.

Assessment: Continuous Assessment = 100%

BS5104 Marketing Communications

Credits: 15.0 Semester: 2

Programme(s): Compulsory module for M.Litt. in Marketing

Description: The aim of this module is to introduce students to both academic and practice-orientated critiques of the range of marketing communication strategies available to companies. Students are asked to critically evaluate the theories and associated processes of communication and the subsequent development of communication strategies in organisations. A range of communication channels are explored and the tools available for effective marketing messages, including activities such as sales promotion, personal selling, sales management, direct marketing and branding. Finally the difficulties in measuring effective marketing communications are evaluated.

Class Hour: To be arranged.

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 100%

BS5105 International Marketing

Credits: 15.0 Semester: 1

Programme(s): Compulsory module for M.Litt. in International Business and M.Litt. in Marketing

Description: This course essentially involves the critical study of International Marketing. Key theories are examined carefully against the backdrop of questions such as: What is an International Marketing Strategy? How is it developed? What role does it fulfil in the organisation? The course will examine the macro and micro factors that influence and affect International Marketing. It is designed to equip students with the necessary skills to make Marketing decisions in a global context.

Class Hour: To be arranged.

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 50%, 2 Hour Examination = 50%

BS5106 Marketing Planning and Strategy

Credits: 15.0 Semester: 1

Programme(s): Compulsory module for M.Litt. in Marketing

Description: Drawing on the previous knowledge in the fundamentals of marketing and buyer behaviour modules, this module explores the conceptual and operational issues inherent in achieving a market orientation and the analytical tools available to marketing managers. The aim of the module is to provide students with a critical understanding of the role of marketing within organisations, and the benefits of adopting a marketing orientation, to provide a knowledge of the tools available to marketing managers in developing marketing strategies and evaluation strategies for assessing marketing success.

Class Hour: To be arranged.

Teaching: Alternate week seminars .

Assessment: Continuous Assessment =100%

BS5120 E-Business

Credits: 15.0 Semester: 1

Programme(s): Optional module for M.Litt. in Marketing

Description: This module examines different models and perspectives for e-business related strategies and actions in order to develop effective deployment strategies for the ‘new’ technologies. Whilst attention is often exclusively focused on the main issues surrounding buying and selling over the Internet this module also acknowledges the fact that there are many issues for strategy and action across the whole supply chain. As such, online buying and selling practice as well as the activities of servicing customers (pre and post-sale), collaborating with partners and transacting inside the organisation are evaluated. Finally, as all of these activities are conducted via applications that are enabled by an infrastructure the module also provides an overview of some key infrastructure elements.

Class Hour: To be arranged.

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 100%

BS5121 Marketing and Society

Credits: 15.0 Semester: 2

Programme(s): Optional module for M.Litt. in Marketing

Description: Marketing is thought by some to be the key business function which provides an interface between societal pressures and corporate responses. In this module students engage in the increasingly important study of the ethical dimension of business activity with a specific emphasis on Marketing. Students will learn of the key areas of marketing concerned with ethical dilemmas such as communication, research, product safety and examine the social and legal dimensions of these activities. The key aim of the module is to provide students with a conceptual and practical framework for understanding the role of ethics in marketing decision-making.

Class Hour: To be arranged.

Teaching: Alternate week seminars. .

Assessment: Continuous Assessment = 100%

Business Education – 5000 Level Modules

BS5122 Understanding Chinese Business Networks in South East Asia

Credits: 15.0 Semester: 2

Programme(s): Optional module for M.Litt. in International Business and M.Litt. in Marketing

Description: Today ethnic Chinese control some 98% of the East Asian economy outside Korea and Japan. Such is their influence, that doing international business with Singaporean, Malaysian, Indonesian, Thai or Filipino companies is likely to mean doing business with people of Chinese origin. Within closely-knit business networks based on common village origin or shared dialect, ethnic Chinese investment activities have criss-crossed the region and have expanded into the rapidly developing People's Republic of China. This module looks at the origins and nature of Chinese business networks in East Asia, examines the shared culture and customs of ethnic Chinese, analyses their business behaviour and assesses the implications of doing business with them, before examining some contemporary issues and challenges facing Chinese business networks.

Class Hour: To be arranged.

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 50%, 2 Hour Examination = 50%

BS5199 Dissertation Module

Credits: 60.0 Semester: 2

Programme(s): Compulsory module for M.Litt. in International Business and M.Litt. in Marketing

Description: This module provides students with the opportunity to undertake an in-depth investigation into issues within the field of business and to prepare a 15,000 word (approximately) report detailing justified conclusions and recommendations. This is a core element of the M.Litt. and is only available to students who achieve an average assessment grade of 14 or above in the 8 preceding core and option modules. Training in methodology will be provided to students in semesters 1 and 2 as preparation for the dissertation. Supervision of the dissertation is also provided.

Class Hour: Workshops to be arranged.

Teaching: Up to 6 hours supervision per student.

Assessment: Continuous Assessment = 100%

BS5201 International Management

Credits: 15.0 Semester: 2

Programme(s): Compulsory module for M.Litt. in International Business

Description: Companies are becoming more involved in business activities across borders, for example in terms of entering foreign markets, collaborating with firms based abroad and sourcing capital, components and services on international markets. It is therefore essential that managers acquire particular knowledge concerning managing internationally and to develop skills sufficient to meet the challenges and opportunities inherent in cross-cultural interactions.

Class Hour: To be arranged.

Teaching: One lecture and one seminar.

Assessment: Continuous Assessment = 100%

BS5202 The International Business Context

Credits: 15.0 Semester: 1

Programme(s): Compulsory module for M.Litt. in International Business

Description: Organisations in general are becoming involved with international business processes, as suppliers to markets, as providers of industrial inputs and involvement in international trading activities to name a few. The environment in which such firms operate is more complex in terms of political, legal, economic, social and technological dimensions than firms which purely operate within national boundaries.

This course provides students with a comprehensive knowledge of the international business environment and explores methods of analysing changes and challenges therein. The international business environment is a rapidly-changing entity which provides a major challenge for business operations and their management. Current events and economic change in particular have to be incorporated in addition to theoretical aspects of doing business internationally. With this in mind, students will be strongly encouraged to assess established business practices in the context of their own background reading and international knowledge.

Class Hour: To be arranged.

Teaching: One lecture, one seminar

Assessment: Continuous Assessment = 100%

BS5203 Managing People in Global Markets

Credits: 15.0 Semester: 1

Programme(s): Compulsory module for M.Litt. in International Business

Description: The course focuses on the management of human resources in global markets and will help participants understand the problems of managing people in an international/multinational context. One of the most important trends in the development of modern economies is the increased globalization of business. Notwithstanding its economic and social impact, however, globalization is having a significant impact on how we manage people, not only in multinational enterprises but in our indigenous companies as, increasingly, we borrow ideas on “best practice” from overseas. Such efforts at globalization, whilst generally successful in bringing economic success, have been fraught with problems, which are often the consequence of ethnocentric management teams and their attempts to export US-style “best practice” human resource management to other countries. Thus, it is critically important for globalizing firms to make sensible and contextually-sensitive decisions in key areas of human resource management, which take into account institutional, cultural and psychological differences between parent company institutions, values and practices, those of host countries and those of third country nationals employed to work in global organizations. These decisions usually concern such areas as how people are organized, recruited, selected, deployed, developed, motivated, compensated and how their performance is managed. They also focus on whether or not global organizations employ uniform human resource practices in their various locations throughout the world. Ultimately, effective international human resource management (IHRM) rests on a thorough understanding of the problems of managing people from different backgrounds and this course attempts to explore such problems in-depth and help students apply their understanding to practical managerial situations.

Class Hour: To be arranged.

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 100%

BS5204 International Finance

Credits: 15.0 Semester: 1

Programme(s): Compulsory module for M.Litt. in International Business

Description: This module is a survey of contemporary issues in international finance and international financial arrangements. The module deals with a selection from the following issues: exchange rates and exchange rate prediction; derivatives markets and their impact on the stability of the international macroeconomy; international capital mobility and its effect on the stability of the international macroeconomy; the relative efficiency of alternative arrangements for financing investment; risk assessment for international capital investment; new forms of international trade and international investment; international portfolio diversification; the causes and consequences of currency substitution; the anatomy of financial crises.

Class Hour: To be arranged

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 60%, 2 Hour Examination = 40%

Business Education – 5000 Level Modules

BS5205 Global Business Strategy

Credits: 15.0 Semester: 2

Programme(s): Compulsory module for M.Litt. in International Business

Description: International business strategy is a broad but at the same time synthetic discipline which comprises elements of the international political economy, financial aspects and strategic planning and implementation. This module draws these elements together in the context of the international business environment and seeks to define optimal paths to competitive advantage within this complex and fast-changing business context. The module introduces a wide variety of themes, explanations and interpretations that characterise strategic management. The module will challenge students to consider strategic problems in a rigorous manner and a suitable balance between strategic planning and strategy implementation is maintained.

Class Hour: To be arranged.

Teaching: Alternate week seminars.

Assessment: Continuous Assessment = 100%

BS5220 Issues in International Business Law

Credits: 15.0 Semester: 1

Programme(s): Optional module for M.Litt. in International Business and M.Litt. in Marketing

Description: This module involves a comprehensive examination of the legal regulation of international business. From an examination of fundamental concepts, it proceeds to a comparative, national perspective of modes of legal regulation of business. The national context is linked to the international institutional and substantive legal framework of international commercial transactions. Having looked at existing principles, emergent legal structures at a regional level (such as the EU), and the globally like the World Trade Organisation (WTO) will be analysed. This will enable an examination of the management of law and legal considerations within the international business enterprise, and seek to anticipate how legal considerations may be integrated into the organisation.

Class Hour: To be arranged.

Teaching: One two hour lecture, one seminar.

Assessment: Continuous Assessment = 100%

BS5221 International Business in the Context of Imperialism: Case Studies in 19th Century Egyptian History

Credits: 15.0 Semester: 1

Programme(s): Optional module for M.Litt. in International Business

Description: 'My country is no longer in Africa, it is in Europe.' So is said to have remarked the Khedive Ismail, who from 1863 until his abrupt deposition in 1879 was the practically independent and entirely unaccountable ruler of Egypt. Coming from Ismail the remark would have been intended to impress, but so far as Egypt's 19th century economy was concerned it contained a good deal of truth. Aggressive state driven modernisation of the economy had begun early in the century under Ismail's grandfather Mehmet Ali. By Ismail's time, European commerce and capital were dominant features of the Egyptian economy, and the political consequences were beginning to make themselves felt. This module looks at the opportunities, risks and effects of international business in a developing country, where the interests of unaccountable governments and those of foreign capital first coincide, and then come into serious conflict.

Class Hour: To be arranged.

Teaching: One seminar.

Assessment: Continuous Assessment = 100%

BS5222 An Introduction to Hispanic Culture

Credits: 15.0 Semester: 2

Programme(s): Optional module for M.Litt. in International Business

Description: This module aims to introduce students to some of the most significant moments in the cultural evolution of Spain and Spanish America. The course will involve the study of five topics, out of a list which will include the following: Spain's Golden Age, the Spanish Civil War, Revolution and Dictatorship in Latin America, River Plate culture, Post-Franco Spain, and Spanish Cinema. The aim is to provide MLitt International Business students with an awareness of the cultural development of the Hispanic world and thus to prepare them with essential background in an area likely to be relevant to their future business careers. The module will proceed on the basis of a lecture and a seminar a week.

Class Hour: To be arranged.

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 100%

Business Education – 5000 Level Modules