

**CORPORATE EDUCATION CENTRE (CEC)**

**COURSE OUTLINE**



A Great Place to Learn.

**PROGRAMME:** University of Sunderland - BA (Hons) Business Management  
**DURATION:** 5:30pm-8:30pm  
**DAY(S):** Monday  
**MODE:** PT  
**COMPONENT:** CDBM  
**LECTURER:** Peter Kelly  
**CAMPUS:** Champs Fleurs

**Contract Hours:** 40  
**Actual Hours:** 40

Lecture Number	Lecture Day & Date		Time	Hrs	Cum Hrs	Lecture Topic (s)	No./ Type of Session	Important Concepts/ Ideas to know/ Learning Outcomes	Expected Reading	Other Matters	Questions	Items Due For Next Class	
1	Mon	25-Mar-19	5.30-8.30pm	3.0	3.00	Unit 1 The contemporary world of business and management	Lt/EP	Transformation systems, external and internal environments. Le Pest C, Porter's 5 Forces, approaches to organisations – classical, human relations, systems. Organisational structures. The importance of developments in the global environment	chapter 'The Global Economy' in your core textbook (Hamilton and Webster, 2012).Brooks et al. (2011); Capon (2009); Guy (2009); Harrison (2010); Worthington and Britton (2009) Aguilar (1967); Cadle et al.(2010); <a href="http://www.cipd.co.uk/hrresources/factsheets/pestleanalysis.aspx">http://www.cipd.co.uk/hrresources/factsheets/pestleanalysis.aspx</a> .	analytical tool	pre exam assignment	unit 1-5	
2	Mon	1-Apr-19	5.30-8.30pm	3.0	6.00	Unit 2 Globalisation	Lt/EP	International trade and foreign direct investment, specialisation, free trade. Barriers to international trade, quotas, tariffs, exchange controls, etc. Balance of payments and patterns of trade. Key drivers and facilitators of globalisation	Globalization' and 'The Global Economy' in your core textbook (Hamilton and Webster 2012).( <a href="http://www.imf.org/external/np/exr/ib/2008/053008.htm">http://www.imf.org/external/np/exr/ib/2008/053008.htm</a> ) CIVETS group BRICS Kroc (2012) ; Ritzer (2004); <a href="http://www.mcdonalds.com/us/en/our_story.html">http://www.mcdonalds.com/us/en/our_story.html</a> ; <a href="http://www.mcspotlight.org/company/company_history.html">http://www.mcspotlight.org/company/company_history.html</a> ; <a href="http://www.economist.com/node/159859?story_id=E1_TVJRVJ">http://www.economist.com/node/159859?story_id=E1_TVJRVJ</a> <a href="http://www.wto.org/">http://www.wto.org/</a> .	theories	pre exam assignment	unit 1-5	
3	Mon	8-Apr-19	5.30-8.30pm	3.0	9.00	Unit 3 The global business environment	Lt/EP	Stakeholder analysis Understanding and applying the PESTLE framework	the case study in the chapter 'Analysing Global Industries' in Hamilton and Webster (2012)/ <a href="http://www.mcdonalds.com/us/en/our_story.html">maquiladoras.htm</a> .Brooks et al. (2011); chapters 8, 9 and 10 in Capon (2009); Guy (2009);Harrison (2010); Worthington and Britton (2009).the chapter 'Corporate Social Responsibility' in Hamilton and Webster (2012); <a href="http://www.unglobalcompact.org">http://www.unglobalcompact.org</a> .	organisational examples	pre exam assignment	unit 1-5	
4	Mon	15-Apr-19	5.30-8.30pm	3.0	12.00	Unit 4 The globalisation of markets and industries	Lt/EP	ECompetition policy, national and international frameworks. Market structures – perfect competition, monopoly, imperfect competition, oligopoly. Competitive analysis, Porter's 5 Forces, Competitive advantage of nations.	Analysing Global Industries' in your core textbook (Hamilton and Webster, 2012 Porter (1979); Porter (1980); Porter (2008); Downes (1997); Coyne and Subramaniam (1996).	organisational examples	pre exam assignment	unit 1-5	
	Mon	22-Apr-19				<b>EASTER MONDAY</b>							

5	Mon	29-Apr-19	5.30-8.30pm	3.0	15.00	Unit 5 Internationalisation – how, where and when	Lt/EP	Entry strategies, management roles. Multinationals and international expansion. Assessing country attractiveness First-mover and late-mover advantages	Assessing Country Attractiveness' in your core textbook (Hamilton and Webster, 2012). Internationalization of Business in a Changing Environment' in Harrison (2010); the chapter 'Globalization and International Business' in Daniels et al (2012); Daly (1999); the chapter 'International Marketing' in Kotler et al (2013); Chapters 6 to 9 in Verbeke (2009); the chapters 'The Strategy of International Business' and Country Evaluation and Selection' in Daniels et al (2012).	theories	pre exam assignment	unit 6-10
6	Mon	6-May-19	5.30-8.30pm	3.0	18.00	Unit 6 The political, economic and legal environment	Lt/EP	International Law, Regulatory Frameworks. Contract, Property, Globalisation and legal issues	'The Political Environment' and 'The Legal Environment' in your core textbook (Hamilton and Webster, 2012). International Economic Environment', 'The International Political Environment' and 'The Legal Environment' in Brooks et al (2011); the chapters 'The Political Environment', 'The Macroeconomic Environment' and 'The Legal Environment' in Worthington and Britton (2009) TradeTech (2011); the chapter 'Unfair Trade Laws and Other Mischief' in Stiglitz (2002); Insight Briefing (2008).	theories	pre exam assignment	unit 6-10
7	Mon	13-May-19	5.30-8.30pm	3.0	21.00	Unit 7 International financial markets and institutions	Lt/EP	Currency, inflation, interest rates and exchange rates International financial markets The global financial crisis	The Financial Framework' in your core textbook (Hamilton and Webster, 2012). reading: 'Exchange Rates' in the chapter 'The Global Economy' in Hamilton and Webster (2012); the chapter 'The International Economic Environment' in Brooks et al (2011); the chapter 'Finance' in Capon (2009); Pirie (2012); Journal of International Financial Markets, Institutions & Money; <a href="http://www.bankofengland.co.uk/education/Pages/poundsandpence/1a.aspx">http://www.bankofengland.co.uk/education/Pages/poundsandpence/1a.aspx</a> .	theories	pre exam assignment	unit 6-10
8	Mon	20-May-19	5.30-8.30pm	3.0	24.00	Unit 8 Technological change	Lt/EP	E-Technology and innovation Drivers of research, development and innovation	'The Technological Framework' in your core textbook (Hamilton and Webster, 2012). The Technological Environment' in Brooks et al (2011); the chapter 'Technological Change' in Harrison (2010); the chapter 'Technological Change and International Production' in Guy (2009); Stewart (1998); <a href="http://www.ipo.gov.uk/">http://www.ipo.gov.uk/</a> .	analytical tool	pre exam assignment	unit 6-10

9	Mon	27-May-19	5.30-8.30pm	3.0	27.00	Unit 9 Socio-cultural and environmental issues	Lt/EP	Socio-cultural and Ecological environments	'The Sociocultural Framework' and 'The Ecological Environment' in your core textbook (Hamilton and Webster, 2012), the chapter 'The International Cultural, Demographic and Social Environment' in Brooks et al (2011); the chapter 'Culture and Organizations' in Capon (2009); the chapter 'The Demographic, Social and Cultural Context of Business' in Worthington and Britton (2009). The Ecological Environment' in Brooks et al (2011); the chapter 'The Ethical and Ecological Environment' in Worthington and Britton (2009); Esty and Simmons (2011); Welford (1996); <a href="http://coolbrandsstories.wordpress.com/2010/08/22/ge-ecomagination/">http://coolbrandsstories.wordpress.com/2010/08/22/ge-ecomagination/</a> ; <a href="http://ec.europa.eu/environment/nveco/innovation_technology/pdf/nbm_report.pdf">http://ec.europa.eu/environment/nveco/innovation_technology/pdf/nbm_report.pdf</a>	analytical tool	pre exam assignment	unit 6-10
10	Mon	3-Jun-19	5.30-8.30pm	3.0	30.00	Unit 10 Future developments in business and management	Lt/EP	Currency Markets and Exchange Rates. International Money Markets, European Monetary Systems, Foreign Investment.	Corporate Social Responsibility' in your core textbook (Hamilton and Webster, 2012), van Agtmael (2008); Magnus (2010); OECD Policy Brief (2009 Crane et al (2007); Crane et al (2009); Porter and Kramer (2006).	organisational examples	pre exam assignment	unit 6-10
11	Mon	10-Jun-19	5.30-8.30pm	3.0	33.00	Review	T	individual assignment consultation	assignment preparations and individual assignment consultation	draft submitted	assignment review	
12	Mon	17-Jun-19	5.30-8.30pm	3.0	36.00	Review	T	individual assignment consultation	assignment preparations and individual assignment consultation		assignment review	
13	Mon	24-Jun-19	5.30-8.30pm	3.0	39.00	Review	T	individual assignment consultation	assignment preparations and individual assignment consultation		assignment review	

**Key / Legend**

Lt = Lecture T=Tutorial Lb = Lab EP = Exam Prep

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Lecturer Signature

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Course Administrator Signature

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Date Submitted

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Date received

**Last Notes: SBCS reserves the right to make changes to the information contained herein. Any changes effected to the information contained herein will be made known to all students concerned via class announcement and/or e-mail. It is thus the responsibility of the student to attend all classes and to keep abreast of matters should they be absent from any class session. Students are advised and encouraged to contact their fellow classmates for updates where class sessions have been missed.**

**Date syllabus last modified: Jan 3, 2012**

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Unit Manager Signature

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Quality Assurance Manager Signature

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Executive Director Signature

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