

MODULE SPECIFICATIONS

1. **Title of the module**
Industry Studies 1
2. **School or partner institution which will be responsible for management of the module**
Pearson College London
3. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**
Level 4
4. **The number of credits and the ECTS value which the module represents**
15 credits (7.5 ECTS)
5. **Which term(s) the module is to be taught in (or other teaching pattern)**
This module can be run in any term: Autumn, Spring or Summer.
6. **Prerequisite and co-requisite modules**
None
7. **The programmes of study to which the module contributes**
 - BA (Hons) Business Management - optional module
 - BA (Hons) Business Management with Entrepreneurship - optional module
 - BA (Hons) Business Management with Finance - optional module
 - BA (Hons) Business Management with Global Industries - optional module
 - BA (Hons) Business Management with Law - optional module
 - BA (Hons) Business Management with Marketing - optional module
8. **The intended subject specific learning outcomes.**

On successfully completing the module students will be able to:

- 8.1 Demonstrate an understanding of different sectors, stakeholders and key players within a specific industry on a global scale including the nature and causes of changes in that industry.
- 8.2 Explain and evaluate different approaches to product design and the challenges in balancing global and local needs.
- 8.3 Identify and describe different organisational structures and models within a specific industry.
- 8.4 Describe and explain some key operational issues of different organisations within that industry
- 8.5 Research, and discuss various ethical and regulatory environments and how they differ around the world.

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9. The intended generic learning outcomes.

On successfully completing the module students will be able to:

- 9.1 Communicate qualitative and quantitative information and ideas accurately and reliably with structured and coherent arguments
- 9.2 Demonstrate an ability to exercise personal responsibility

10. A synopsis of the curriculum

Module Aims

The module aims to provide an overview of the industry, including its historical and economic development, the consumer needs it aims to fulfil, key players and stakeholders, contemporary issues and possible future developments.

Overall, this module aims to provide students with a knowledge and understanding of the main developments currently taking shape in the industry being studied. The module will explore the industry in detail, with the student expected to contribute in identifying, explaining and debating the latest trends, innovations and challenges currently being faced.

Overview of syllabus

1. Overview of the industry;

Part 1 People and products

2. Meeting the needs of people on a global scale
3. Product design theories and approaches

Part 2 Issues in operations and logistics

4. Distribution channels and supply chains
5. Operations, logistics and the role of technology

Part 3 Social, regulatory and ethical contexts and challenges

6. Sustainable consumption and growth models
7. Regulatory and ethical contexts and managing a global reputation

Part 4 Leadership and strategic challenges faced by the industry

8. The role of innovation and change
9. Developing and implementing strategies globally
10. Planning for the future

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11. Reading List (Indicative list, current at time of publication. Reading lists will be published annually)

- International Business Global Edition, 7/E by Ricky Griffin and Michael Pustay
- International Business 14/E by John Daniels, Lee Radebaugh and Daniel Sullivan
- Corporate Responsibility: Governance, Compliance and Ethics in a Sustainable Environment 2/E by Tom Cannon
- Operations Management: Producing Goods and Services by David Waters FT Press
- Corporate Responsibility: Governance, Compliance and Ethics in a Sustainable Environment 2/E by Tom Cannon
- Operations Management: Producing Goods and Services by David Waters FT Press
- Exploring and Conceptualizing International Business Ethics. (2015). Enderle, G. Journal Of Business Ethics, 127, 4, pp. 723-735
- Think Global, Act Local? Think Again. (2013). Cabrera, A, & Unruh, G. People & Strategy, 36, 3, pp. 5-6

12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week, as well as a one day workshop during the term.

Scheduled Hours:	25
Placement Hours:	00
Independent Study Hours:	125
Total Study Hours:	150

13. Assessment methods.

13.1 Main assessment methods

This module will be assessed by:

- a coursework of a maximum of 1800 words or equivalent (75% of overall grade), which will typically be in the form of a report for an industry trade journal; and
- a 15 minute individual presentation (25% of overall grade) based on a defined industry issue or problem, which will take place after week 6 of the module.

A student must pass the *coursework* element of assessment to pass the module.

13.2 Reassessment methods

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14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

Module learning outcome		8.1	8.2	8.3	8.4	8.5	9.1	9.2
Learning/teaching method	Hours allocated							
Private Study	125							
Lectures	10	X	X	X	X	X	X	
Seminars	15	X	X	X	X	X	X	
Assessment method								
Presentation (25% grade)						X	X	X
Coursework (75% grade)		X	X	X	X	X	X	X

15. Inclusive module design

The Collaborative Partner recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

- a) Accessible resources and curriculum
- b) Learning, teaching and assessment methods

16. Campus(es) or Centre(s) where module will be delivered:

Pearson College London

17. Internationalisation

Students undertaking Industry Studies are expected to take account of regional and international developments in completing a literature review relevant to the industries they investigate in their assessment and study on the module. Overall, they should show engagement with the latest work and research relevant to those industries and their operation within a global context.

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If the module is part of a programme in a Partner College or Validated Institution, please complete sections 18 and 19. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

18. Partner College/Validated Institution:

Pearson College London

19. University School responsible for the programme:

Kent Business School

FACULTIES SUPPORT OFFICE USE ONLY

Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

Date approved	Major/minor revision	Start date of the delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)