

MODULE SPECIFICATION

1. Title of the module

Industry Studies 2

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 5

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 Finance | - optional module |
| • BA (Hons) Business Management with Global Industries | - core 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 knowledge and critical understanding of the industry and logistical operations within a global context, including how it has evolved and the key players.
- 8.2 Critically apply different approaches to product design and innovation to evaluate challenges in balancing global and local needs.
- 8.3 Compare and contrast different organisation structures and models within the industry
- 8.4 Identify and evaluate different types of global distribution channels open to firms operating in the industry.
- 8.5 Explain and evaluate a range of ethical and regulatory environments and how they differ around the world.
- 8.6 Research and evaluate the nature of change within the industry, including some of the key issues facing its future and provide balanced, supported views about future developments in the industry, principally from an operational perspective.

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9. The intended generic learning outcomes

On successfully completing the module students will be able to:

- 9.1 Apply analysis of information and data to contemporary business contexts or issues and identify opportunities and challenges including any ethical issues.
- 9.2 Use a range of established techniques to critically analyse information, and propose solutions to problems.
- 9.3 Communicate information, ideas, problems and solutions effectively in a professional manner using appropriate media, with an awareness of the needs of their intended recipients.

10. A synopsis of the curriculum

Module Aims

Overall, this module aims to provide students with a comprehensive knowledge and a critical awareness of the main developments currently taking shape in the industry being studied. The module will explore the industry in detail. The learner will be expected to proactively research specific elements of the industry and contribute to debating and evaluating the latest trends, innovations and challenges.

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. This is followed by four sections:

The first section aims to illustrate the changing needs of the consumer for the industry being studied, and to encourage students to critically evaluate the challenges organisations face in delivering solutions within the context of the specific challenges facing that industry.

The second section aims to provide an insight into the changing nature of the operational and logistical issues in the industry.

The third section introduces students to an analysis of the social, ethical and regulatory context for the industry, and how the industry is evolving in response.

Finally, the module aims to explore the strategic considerations and leadership challenges that senior management of organisations face in this industry, focusing on management challenges within a complex, ambiguous and constantly changing environment.

The module aims to provide students with cutting-edge understanding of the industry, principally from an operational perspective.

Overview of syllabus

Introduction

Overview of the industry; including such issues as the nature of the industry, current size and scope, key organisations and stakeholders, the nature of the product/service and the consumer need it is designed to fulfil, historical evolution, economic context, key issues.

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Part 1 People and products

Meeting the needs of people on a global scale including issues such as how to identify and research consumer needs; understanding different global preferences and behaviours; locating and analysing the main opportunities for the industry; issues in marketing and communication globally.

Product design theories and approaches including issues such as global v local product design, efficiency v adaptation, evaluating “think global act local” approaches; case studies

Part 2 Getting things done globally: issues in operations and logistics

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

Part 3 Social, regulatory and ethical contexts and challenges

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

Part 4 Leadership and strategic challenges faced by the industry

The role of innovation and change
Developing and implementing strategies globally
Planning for the future

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
- Globalization: Social Theory and Global Culture. (1992). Robertson, R. Sage Publication
- Wach, K 2015, 'Entrepreneurial Orientation and Business Internationalisation Process: The Theoretical Foundations of International Entrepreneurship', Entrepreneurial Business & Economics Review, 3, 2, pp. 9-24
- Think Global, Act Local? Think Again. (2013). Cabrera, A, & Unruh, G. People & Strategy, 36, 3, pp. 5-6

Access to a comprehensive online database of journal articles and other relevant publications on the Online Learning Environment, as well as current case studies from industry.

MODULE SPECIFICATION**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.

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 as follows:

- a coursework of a maximum of 2,500 words or equivalent (75% of overall grade); and
- a 15 minute oral consultancy exercise for a real company (25% of overall grade).

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	8.6	9.1	9.2	9.3
Learning/teaching method	Hours allocated									
Private Study	115	X	X	X	X	X	X	X	X	X
Lectures	10	X	X	X	X	X	X			
Seminars	15	X	X	X	X	X	X			
Assessment method										
Coursework (2,500 words)		X	X	X	X	X	x	X	X	x
In class exercise (15 minutes)		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

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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.

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)

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