

International Master's Summer School

Module Code:	MAL7004-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Management and Law
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	14
Demonstration	76
Tutorials	14
Laboratory	8

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 3 (June - Oct)

Module Aims

To draw your attention to contemporary issues relating to sustainability faced by businesses internationally and introduce you to innovative ideas that are used by organisations to become more sustainable. To further develop your skills in communication, critical analysis, negotiation, leadership and presentation in an international context. The business simulation focus on sustainable development will assist you in developing an understanding of the principles and processes of strategy formulation & the ability to identify the inter-relatedness of international business functions as well as business challenges caused by resource constraints internally and externally in an eco-social environment globally.

Outline Syllabus

Sustainable Development
Triple Bottom Line
Circular Economy
Ethical Leadership
International Team Building
Managing cultural diversity;
Leadership
International Communication;
International Negotiations;
Business Simulation game
Innovative Business Models

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 demonstrate enhanced knowledge in key managerial areas and have a good understanding of the international dimensions of that knowledge
- 2 deal effectively with the application of knowledge in an international context
- 3 effectively communicate, negotiate and present work with others in culturally diverse settings and have the confidence to lead in these situations.

Learning, Teaching and Assessment Strategy

This module consists of a combination of practical workshops, tutor-directed and self-directed activities, both individual and collaborative (including case presentations); self-analysis sessions and an interactive computer-based simulation exercise, which collectively will assist you in meeting module learning outcomes (LO 1,2 and 3). Formative feedback will be provided in the tutorials and workshops. You will also be expected to undertake personal study to support the tutorial/workshop sessions. Assessment of learning outcomes will be by individual coursework (LO1) and a group business simulation exercise (LO2 and 3).

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Presentation	Group Presentation		30%	No
Summative	Coursework	Individual report	-1500 words	70%	Yes

Legacy Code (if applicable)

MAN4226M

Reading List

To view Reading List, please go to [rebus:list](#).