MN5002 – CONTEMPORARY CONCEPTUAL ISSUES IN MANAGEMENT

MODULE TYPE/SEMESTER: Core (20 credits), Semester 2

MODULE CO-ORDINATOR: Dr Mahmoud Khalik

MODULE LECTURER(S):
- Dr Khalik: mafak@st-andrews.ac.uk
  Office Hours: Wednesdays 12pm-2pm (by appointment)
- Dr Nikolaeva: rn52@st-andrews.ac.uk
  Office Hours: Tuesdays 4pm-5:30pm and by appointment

AIM:
This module develops students’ prior understanding of management and develops a deep understanding of core conceptual challenges in organisations. The module delves into key topics that organisations confront in our rapidly changing environment. The first half of the module explores the different types of globalisation, global trade, FDI, and the internationalisation of organisations from both: developed countries and emerging markets. The module explores the role of National Innovation Systems, and the issue of poverty from the ‘Base of the Pyramid’ perspective. The second half of the module addresses sustainable enterprises from a macro-marketing approach. Themes such as marketing in our current society, stakeholder mindset and contemporary consumers are explored. Finally, market-based solutions that are sustainable for organisations when venturing into the future are addressed. The module propels students to reflect, analyse, challenge, research, evaluate and assess a range of contemporary topics that organisations confront in our society.

METHOD OF TEACHING & LEARNING:
In terms of structure, pre-recorded lectures will be made available at the start of each week. Three-hour classes will take place each week and will consist of didactic input and discussions. For this module, there are no formal tutorials, and so the main class sessions are in place to discuss the lecture material, and to provide you with the opportunity to ask questions.

LEARNING OUTCOMES: By the end of the module, students should be able to:

- Critically evaluate a range of contemporary conceptual issues confronting management and how they impact organisations from an IB and Marketing perspective;
- Compare, contrast and evaluate differing theoretical, practical and ethical positions in relation to issues covered in the curriculum;
- Understand how a range of critical issues in IB and Marketing have an impact on a range of enterprises;
- Critically evaluate how issues covered in the curriculum manifest themselves in their chosen area of study;
• Critically evaluate their own position with respect to the issues covered in the curriculum.

INDICATIVE TOPIC OUTLINE:
The module will cover a variety of critical issues that will encourage students to analyse, challenge, evaluate and research Key IB and Marketing Topics. Indicative topics comprise of:

• Complexity and problem solving.
• Understanding how enterprises operate in the global economy.
• Theoretical issues in IB and Marketing.
• Understanding How and why organisations behave the way they do.
• Complexity and problem solving.

TEACHING STRUCTURE:

Dr Mahmoud Khalik (International Business) weeks 1-5
Lecture 1: Globalisation and Trade: Where do we go from here?
Lecture 2: Inward and Outward FDI: Positive or negative externalities?
Lecture 3: National Innovation Systems (NIS): What have we learnt?
Lecture 4: The Internationalisation of Firms: The search for a Holistic Approach
Lecture 5: The Bottom of the Pyramid: Alleviating poverty through profits

Dr Ralitza Nikolaeva (Marketing) weeks 6-9
Lecture 6: Marketing and Society
Lecture 7: Stakeholders in Marketing
Lecture 8: Contemporary Consumers
Lecture 9: Venturing Into the Future of Market-Based Sustainability

Presentations, Revision and Exam Tips
Lecture 10: Group Presentations
Lecture 11: Revision Lecture

ASSESSMENT:
There are three assessed elements: (45%) of the assessment for this module rests on answering two critical essay questions at the end of the semester. The remaining is split between:

(1) Engagement with weekly forums worth (30%).
(2) A 15 minute group presentation in week 10 based on a company, worth (25%).

Each of these elements is described in more detail below:

• Engagement in Weekly Forums: This will run throughout the module. Lecturers will set themes/topic discussions, and each student must engage with this by posting discussions and replies. Better performing students will engage with quality answers and discussions.
• **Group Presentations:** In groups (4 to 5 students per group). Groups will choose a company: 1) provide background on the company, 2) identify the company’s IB and marketing strategy, 3) Identify the company’s flaws, issues and pitfalls related to their international business/Marketing Strategy. 4) present solutions/recommendations. Each group **must** present in exactly 15 minutes (this will be timed). Each presentation will be followed by a 5 minute Q and A.

• **Critical essays:** At the end of the semester, students will be presented with 2 International Business Questions and 2 Marketing Questions. Students must answer 1 of the International Business questions set and students must answer 1 of the Marketing questions set.

**GENERAL READING LIST:**
As an ongoing task you should read reliable sources like the Economist, the Guardian, and the Financial Times regularly, as well as books to aid your understanding of how the world comes to be the way it is and how you might respond to that world. For weeks 6-9, the basic reading will be: Peterson, M. (2012). *Sustainable enterprise: A macromarketing approach*. Sage Publications. *Each lecture topic in the module will be uploaded on Moodle: pre-recorded Lectures, presentation slides, reading lists, and case studies where appropriate.*

*Course descriptions apply to the period of dual-mode delivery in the academic year 2020/21. Organisation of courses may be subject to change without notice.*