



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

2FE041 Managing in a Glocal Context, 30 högskolepoäng
Managing in a Glocal Context, 30 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by the Board of the School of Business and Economics 2011-10-19

Revised 2012-04-02. Revision due to two new modules, module 3 and 4.

The course syllabus is valid from spring semester 2013

Prerequisites

60 credits in Business Administration including Basic Organization Theory 7.5 credits.

Objectives

Module 1. Organization Theories, 7.5 credits

Having completed the course, the student shall be able to:

- Account for classic as well as modern theories on organizing and managing
- Take critical stance towards classic as well as modern theories on organizing and managing
- Make a thick description of an ordinary organizational situation
- Problematize an ordinary organizational situation by the means of classic as well as contemporary theories on organizing and managing

Module 2. Leadership Theories, 7.5 credits

On completion of the course, the student shall be able to:

- Account for contemporary leadership theories, especially the tension between leadership as art and leadership as science
- Perform theoretically founded analyses of various leadership cases
- Express a holistic view of the dynamic field of leadership theories and practises

Module 3. Global Strategic Management, 7.5 credits

On completion of the course, the student should be able to:

- Account for the characteristic traits of the process of globalization and the challenges it is associated with
- Account for and critically analyze the strategic management concepts and models for global firms
- Account for and critically analyze the broad issues in globalization such as coming trends or ethical challenges
- Use the acquired knowledge in a critical and ethically conscious approach to analysis and development of strategic management, suitable for the global context.

Module 4. Corporate Social Responsibility, 7.5 credits

On completion of the course, the student should be able to:

- Account for the business model Corporate Social Responsibility (CSR) and its key concepts
- Critically analyze and evaluate CSR business model and its different practical applications
- Account for the key features of global capitalism and critically assess its potential contributions for future sustainability.
- Account for and critically assess alternative models of sustainability development

Content

Module 1 Organization Theories 7.5 credits

The course consists of the following components:

- Semiotics
- Structure
- Knowledge
- Power
- Rationality
- Ideology
- Self
- Boundary
- Efficiency
- Decision-Making

Module 2 Leadership Theories 7.5 credits

- Leadership as Personality and Behavior
- Leadership as Relation
- Symbolic Leadership
- Leadership as Impression
- Leadership and Efficiency
- Gendered aspects of Leadership

Module 3 Global Strategic Management 7.5 credits

This course addresses various aspects of strategic management, related to the context of globalization and the challenges that global firms face. The course examines the impact of globalization as a complex process with a transnational as well as local dimension and how it can be managed strategically. The areas of strategic management, studied in this course, include global marketing and market entry, global organization

design and HRM, mergers, acquisitions and strategic alliances, financial management and innovation.

More specifically, the course builds on research –based, critical assessment of:

- The process of globalization, considerations of market entry and what characterizes a global firm,
- Global management strategies such as global marketing and global HRM,
- Broad issues in globalization such as questions of business ethics, Human Rights or coming trends and new strong stakeholders in the global market.

Module 4 Corporate Social Responsibility 7.5 credits

Corporate Social Responsibility (CSR) is a business model which, ideally, allows corporations to incorporate awareness and compliance with the law, ethics and principles for sustainability. This course offers a critical introduction to the concept of CSR. More precisely, the course will introduce the corporation-centered and the society-centered views of the CSR. The corporation-centered approach will build on stakeholder model and critical analysis of contemporary CSR models. The society-centered approach will be based on the analysis of the global capitalism and its three components economy, energy and ecology in order to highlight the contemporary debates and research on the requirements which may need to be met of future global sustainability is to be achieved.

The course will include the following:

- An introduction to and a critical analysis of CSR-concept.
- Critical considerations, concerning the responsibilities of global corporations in regard to Human Rights
- Critical considerations, regarding the future of global capitalism and its economical, ecological and energy systems
- Critical analysis of various models of sustainability development such as societal entrepreneurship

Type of Instruction

Module 1: Organization Theories, 7.5 credits

Teaching is carried out through lectures and seminars

Module 2: Leadership Theories, 7.5 credits

Teaching is carried out through lectures and seminars

Module 3: Global Strategic Management, 7,5 credits

Teaching is carried out through lectures and seminars

Module 4: Corporate Social Responsibility, 7,5 credits

Teaching is carried out through lectures and seminars

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Module 1: Organization Theories, 7.5 credits

The course is examined by an individual, closed book, i.e. written examination (60%) and a seminar paper (40%).

Module 2: Leadership Theories, 7.5 credits

A combination of written exam, seminar papers and case writing.

Module 3: Global Strategic Management, 7,5hp

The course is examined through assessment of written course paper and written individual exam.

Module 4: Corporate Social Responsibility, 7,5h credits

The course is examined through assessment of a written course report and written individual take- home exam.

For all modules the following applies:

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Credit Overlap

Every module has a freestanding course with which there is 100% credit overlap:

2FE041:1 overlaps 2FE016

2FE041:2 overlaps 2FE017

2FE041:3 overlaps 2FE058

2FE041:4 overlaps 2FE059

Required Reading and Additional Study Material

List of references Module 1 - Organization Theories 7.5 hec

Mandatory literature

Jackson, N, Carter, P, *Rethinking Organisational Behaviour: A Poststructuralist Framework*, 2nd ed, Harlow: Financial Times Prentice Hall, 2007, 390 pages

Shafritz, J M, Ott, J S, Yong Suk Jang (eds), *Classics of Organization Theory*, 6th ed, Belmont, Calif: Thomson Wadsworth, 2005 or latest edition, 544 pages

List of references Module 2 - Leadership Theories 7.5 hec

Hatch, M. J., Kostera, M., and Kozminski, A. K. *The three faces of leadership: manager, artist, priest*, Malden, Mass.: Blackwell, 2005. 169 pages.

Yukl, G. *Leadership in organizations*, latest edition. Upper Saddle River, NJ: Prentice Hall. 542 pages.

List of references Module 3 - Global Strategic Management 7.5 hec

Required reading

Appadurai Arjun, *Modernity at Large: Cultural Dimensions of Globalization*, 1996, University of Minnesota Press, 219 pages (pocket), latest edition, ISBN 0816627932

Lasserre Phillipe, *Global Strategic Management*, 2007, Palgrave Macmillan, 504 pages, latest edition, ISBN 0230008364

Articles within areas of specific management methods and human rights, 250 pages

List of references Module 4 - Corporate Social Responsibility 7.5 hec

Required reading

Banerjee Bobby Subhabrata, *Corporate Social Responsibility*, 2009, Edward Elgar Publishing Ltd, 211 pages, Latest edition. ISBN 1848444540

Harvey David, *The Enigma of Capital and the Crises of Capitalism*, 2011, Profile Books Ltd., 256 pages, Latest Edition, ISBN 1846683092

Ingham Geoffrey, *Capitalism*, 2009, Polity Press, 284 pages, latest edition, ISBN 0745636489

Articles within areas of specific CSR methods, sustainability and human rights, 250 pages