Aston Business School
Birmingham

BNM633 INTERNATIONAL OPERATIONS

Number of Aston Credits: 10

Number of ECTS Credits: 5

Staff Member Responsible for the Module:

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John Morley, ABS266, Extension 3236

Pre-requisites for the Module:

To study this module you must have completed BNM800 or BSM637.

Module Objectives and Learning Outcomes:

This module has two broad objectives:

- To examine why and how organisations engage in international manufacturing and service provision and to analyse the issues and problems faced when starting-up and managing overseas operations.
- To provide an understanding of the approaches taken too designing, locating and managing an operations system in different regions and countries.
- Delineate the social and environmental issues relating to organisations' choices in globalising their operations

In the context of this module an 'operations system' is defined as a set of facilities and activities that produce or deliver goods and/or services. Influences on the design of operations systems include the local 'environment', legislation, culture and behaviour as well the 'state of the art' with respect to strategic justification, performance evaluation, the available production technology and organisation design. The module, therefore, has the overall aim of providing an awareness of the range of issues that, within an international

context, constitute a holistic approach to the design and management of operations systems taking into considerations their social and environmental impacts.

As a result of the learning process students will be able to understand the concepts of international operations and know why and how organisations start-up and manage manufacturing or service provision in offshore locations. They will also be able to research and present the key issues relating to the management of international operations.

Module Content:

Week 1:	Introduction to module and learning styles International Operations: Nature and Context
Week 2:	Foreign Direct Investment and International Operations
Week 3:	National Environments and their Impact on International Operations
Week 4:	International Operations: Strategy and Structure
Week 5:	Design and Technology Management in International Operations
Week 6:	Global Supply Chain Management
Week 7:	Greening Global Supply Chains
Week 8:	Ethics and Corporate Social Responsibility in International Operations
Week 9:	Course review and revision
Week 10:	**Examination**

Corporate Connections:

This module is designed around the practical objectives and concerns of companies and other commercial organisations when they internationalise their operations. Within the course these will be illustrated through actual case studies and examples. Where appropriate, real situations from the media or through practitioners will be brought in to enhance the relevance of the course to the corporate world.

International Dimensions:

This module directly addresses the issues of internationalisation and sets operations management within a global context. The module not only explores the consequences of operating on an international, rather than merely a local, basis. It also contains

comparative critiques of the different approaches taken to managing operations internationally and how they are influenced by political and cultural environments.

Contribution of Research:

This module relates directly to the research themes pursued by the staff member responsible for the module. He uses his research projects as 'mini case-studies' throughout the module and also encourages his industrial and research contacts to give mini-colloquia when possible.

Method of Teaching:

The module will combine the presentation of concepts, theories and frameworks for analysis via lectures. Case studies will also be used, which will be discussed and analysed in groups followed by a feed back week. Students are expected to read the prescribed literature and to also undertake personal research. The Blackboard VLE will be used extensively to provide the basis course material as well as additional resources such as supplementary readings, case examples, external Internet links etc.

Method of Assessment and Feedback:

There will be a two hour closed book examination with a choice of questions. These will be "scenario" type questions where students have to provide appropriate discussion, evaluation, analysis and critique in response to questions based on a short article or passage. Guidance on the examination will be provided during the module.

Learning Hours:

Contact	30
Directed Reading, Learning and Revision	35
Case Study Preparation	20
Internet Based Learning	15
Total:	**100**

Essential Reading:

Hill, C.W.L. (2005) International Business: Competing in the Global Marketplace, 5th ed. McGraw Hill

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Indicative Bibliography:

Hayes, R; Pisano, G. Upton, D. Wheelwright (2005) Operations, Strategy, and Technology: Pursuing the Competitive Edge. John Wiley & Sons.

Dicken, P. (2003). Global Shift: Reshaping the global economic map in the 21st century. Sage Publications Ltd. London, UK.
Rugman, A.M. & Hodgetts, R.M. (2003) International Business, Prentice Hall

Dornier, P.P. et al (1998) Global Operations and Logistics: Text and Cases, Wiley

Flaherty, T. (1996) Global Operations Management, McGraw-Hill

Beamish, P.W., Morrison, A.J., Inkpen, A.C. & Rosenzweig, P.M. (2003) International Management: Text and Cases, 5th ed. McGraw Hill

Useful Online Sources:

Emerald (Full text and management reviews), Proquest, BIDS, Web of Science, Science Direct.

Useful Journals and Newspapers:

Management Today, Business Week, European Management Journal, Far Eastern Economic Review, Journal of International Business Studies, The Economist, Financial Times etc.

A more extensive list of readings will be provided at the beginning of the module. The "Blackboard" site for the module will contain this information along with all other relevant course materials.