LB3002 THE PUBLIC CONTEXT OF GLOBALIZATION

Module Number:	LB3002
Module Title:	The Public Context of Globalization
Number of Aston Credits	20
Total Number of ECTS Credits: (European Credit Transfer)	10

Staff Member Responsible for the Module:

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Pre-Requisite(s) for the Module: None

Module Learning Outcomes:

On successful completion of the module students will be able to:

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- Critically examine competing definitions of globalization;
- Identify the key institutions of the global economy and governance system and examine their role in shaping narratives of globalization;
- Understand the concept of public goods and externalities;
- Explore the ideas of regulation and regulatory mix and its social and the associated social and environmental impacts;
- Examine the changing nature of public service and governance since the latter part of the 20th century;
- Critically explore the changing relationship between contemporary globalized business organizations and governance;
- Understand the role of social movements in seeking to control the social, economic and environmental impact of globalization.

Module Content:

This module explores the notion of globalization and examines its impact on the public realm. It explores the capacity of nation states to regulate international business for social and environmental purposes, on the one hand, and the growing marketization of public services, on the other.

The learning outcomes will be delivered through introductory lectures, which will set out the key theoretical concepts. These will be supplemented by illustrative themed case studies, which are designed to draw out the key themes of the module. Additional lectures will be provided to summarize the learning points from the case studies.

Introductory Lectures

Week 1 Introduction to the module:

- Introduction to learning outcomes and module structure;
- Public goods, externalities and the notion of the regulatory mix;
- A brief introduction to the idea of globalization.

Week 2/3 Understanding the concepts of globalization

- Globalization: one or several concepts
- Differing national perspectives on globalization

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- The shift from manufacturing to service economies - Fordism and post-Fordism
- The changing nature of capitalism since 1980
- Empirical indicators and measures of globalization

Week 4/5 Introduction to the institutions of global capitalism

- The Bretton Woods institutions
- Free Trade Areas (EU, NAFTA, ASEAN etc.)
- 'The Washington Consensus' and the fall of 'dirigisme'?

Week 6 Contra-globalization and the rise of social movements

- Feminist perspectives and globalization
- The anti-capitalist movement
- Environmentalism
- Fair trade vs free trade

Week 7 Globalization and human migration

- Economics and politics of human migration
- UK immigration policy

Week 8/9 Symptoms of Globalization; The changing nature of public service, individualism versus collectivism and citizen choice

- De-regulation and privatization
- Market-type mechanisms, regulatory mix, welfare pluralism and public choice
- 'Hollowing out' of the State, New Public Management and changing public service ethos

Week 10 Globalization and power of the nation-state: the example of the UK

- Capitalism and the changing role of the state
- Liberalisation and state power
- The 3rd Way and UK state
- The impact of regionalism: the EU
- Globalization, the state and social policy in the UK

Week 11 Revision

Case Studies

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There will be a lecture on a case study or theme for the first five teaching weeks. In week 19 students will be asked to commence work on a long essay based on one of the case studies. Surgeries will be held from weeks 19-23 to assist students in their preparation.

Week 14 Education and Globalization

Week 15 Climate Change

Week 16 Global terrorism

Week 17 The motor industry

Week 18 Water utilities

Week 19-23 Student surgeries

International Dimensions:

This module is explicitly international. Students will be examining the operation of a number of global multilateral regulatory organizations, corporations and social movements.

Corporate Connections:

Where possible we will seek to involve practitioners in the delivery of this module be they from business, NGOs or regulatory bodies.

Method of Learning and Teaching:

Teaching and learning will be delivered through lectures, tutorials, directed student learning and individual student surgeries. Extensive use is made of case studies to illustrate and reinforce broader theoretical learning.

Learning Hours

Contact hours	50 hours
Directed Learning	80 hours
Private study/Group work	60 hours
Assessment	10 hours
Total	**200 hours**

Ethical Approval:

This module does not require any primary research and no ethical approval will be necessary.

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Method of Assessment:

The assessment will be by examination (40%) in Week 12/13 and coursework (60% submitted in the summer term). Students will be invited to demonstrate their knowledge of the core theoretical aspects of the module in the exam and produce an essay of 4-5,000 words based on answering a question based on the case-studies.

Essential Reading:

There is **no** set text for this module.

Background Reading:

Full reading list to be supplied at the commencement of the module:

Albert M (1993), *Capitalism Against Capitalism*, Chichester: John Wiley.

Bailey D, Harte G & Sugden R (1994), *Transnationals and Governments*, London: Routledge.

Clegg S, Kornberger M & Pitsis T (2005), *Managing and Organizations*, London: Sage.

Cohen R & Kennedy P (2000), *Global Sociology,* London: Palgrave.

Dicken P (1998), *Global Shift: Transforming the World Economy*, London: Sage.

Gabriel Y (1995), *The Unmanageable Consumer, Contemporary Consumption and its Fragmentations*, London: Sage.

Giddens A (1999), *Runaway World: How Globalisation is Reshaping our Lives*, London: Profile.

Giddens A (2000), *The Third Way and its Critics,* Oxford: Polity Press.

Gray J (2002)*, False Dawn: The Delusions of Global Capitalism*, London: Granta.

Hassard J & Parker M (eds.) (1993), *Postmodernism and Organizations*, London: Sage.

Hay C & Marsh D (2001), *Demystifying Globalization,* London: Palgrave.

Held D & McGrew A (1999), *Global Transformations,* Oxford: Polity Press.

Held D & McGrew A (2003), *The Global Transformation Reader*, Cambridge: Polity Press.

Held D & McGrew A (2002), *Globalization/Anti-Globalization,* Oxford: Polity Press.

Hertz N (2001), *The Silent Takeover: Global Capitalism and the Death of Democracy*, London: Arrow.

Knights D & Wilmott H (eds.) (1986), *Managing the Labour Process*, Aldershot: Gower.

Lawrence A, Weber J & Post J (2005), *Business and Society: Stakeholders, Ethics, Public Policy,* London: McGraw Hill.

Parker B (2005), *Introduction to Globalization and Business*, London: Sage.

Porter M (1998) *The Competitive Advantage of Nations*, Basingstoke: Macmillan.

Ritzer G (2004), *The McDonaldization of Society*, London: Thousand Oaks.

Waters M (2000), *Globalization*, London: Routledge.

Useful Online Sources:

http://www.europa.eu.int

http://www.nafta-sec-alena.org/DefaultSite/index_e.aspx

http://eiop.or.at/eiop/

http://www.bundesregierung.de/en

http://www.direct.gov.uk/Homepage/fs/en

http://www.guardian.co.uk/