

Dual Master Degree Programme “Global Business and Artificial Intelligence”

Doing Business in Emerging Markets

Overview

The module introduces students to the exciting topic of *doing business in emerging markets*. Emerging markets are broadly defined as economies transitioning from low-income status towards those offering higher incomes and improved standards of living. The course includes a focus on the strategic approaches of firms which are internationalising and embedding activities in emerging markets which are commonly located in the ‘Global South’. Issues covered in the course include critiques of core concepts (e.g. development itself), strategies of foreign direct investment (FDI), the role of the state in structuring trade and investment, the role of international institutions in regulating firm behaviour, and the role of labour. The module considers the unique characteristics of these markets such as lack of infrastructure, limited affordability, volatile economies, political risk, and poverty alleviation. It also looks at which emerging markets to invest in, why, and what market-entry strategies to use. The module will also look at business operations of firms originating from and out of emerging markets and the unique business activities and strategies they engage in. It will also cover the rise of social innovation and entrepreneurship as well as digital commerce in emerging markets. The course encourages a strong degree of critical thinking, including consideration on the impact of firm strategies on labour standards and wider notions of equality.

Learning Outcomes

1. To critique notions of ‘development’, ‘advancement’ and other terms commonly associated with business and emerging economies
2. To appreciate motivations and intentions of businesses investing in emerging economies
3. To develop a critical appreciation for firm strategies geared to realising value in these new markets
4. To understand the role and influence of the state in facilitating and regulating business activities in the context of emerging economies
5. To understand the role of workers and labour-friendly groups in influencing the activities of firms within these contexts

Skills

This module aims to develop specific skills in the form of:

Knowledge and Understanding

- Furnish the capacity to be an ethical and responsible leader that balances economic and societal challenges

Cognitive Skills

- Generate creative and innovative solutions to complex managerial challenges in a global environment

Transferable Skills

- Competence to balance independent enquiry while collaborating within a culturally diverse team

Digital Supply Chain Management

Overview

The module focuses on introducing advanced digital technologies and their implications in operations and supply chain management. A range of advanced information technologies, such as Blockchains, Internet of things, Cloud computing, Artificial intelligence, 3D printing, and Augmented reality/Virtual reality, will be explored. It aims to enable students to get a broad overview of digital technologies and information systems and how they can be used to transform operations and supply chain management. The module covers topics related to the adoption of digital technologies, the application of information systems, digitalization of supply chains.

Learning Outcomes

1. Identify and critically evaluate a range of advanced information technologies and systems
2. Demonstrate knowledge and understanding of the adoption and applications of advanced digital technologies in operations and supply chain management.
3. Analyse the impacts, challenges and opportunities of information technologies to operations and supply chain management, to the organisation, and to wider business and societal contexts.

Skills

This module aims to develop the following skills:

Transferable:

- Communicate ideas, critique theoretical frameworks and discuss their strengths and shortcomings in a range of strategic business environments. Communication will be in both written and presentational forms
- Work both independently (summative assessment) and in groups (formative assessment)
- Manage own time and workload effectively
- Pursue independent enquiry

Global Innovation Management

Overview

The main aim of this module is to develop an insight into innovation and how it has developed in a globalised world. Additionally, how knowledge is created, shared and transformed through collaboration and coordination across differentiated national innovation systems in order to develop global innovation networks is a key focus of this module. The module also addresses different forms of innovation contributing to tackling global challenges and adopts a holistic view on innovation including societal and ethical considerations. This module is broken into several overarching themes. Firstly, it will look at innovation theories more generally and apply these in an international context through globalisation insights. Secondly it will consider the importance of geography and space and how innovation may be rooted in national innovation systems of both cities and clusters of knowledge activity. Thirdly, the focus will be on how firms innovate and manage technology, knowledge and product innovation with a focus on global challenges. More specifically, some of the main themes explored in this module include globalisation of innovation, innovation strategies, business model innovation, national innovation systems, managing the location of R&D, technology and information management, and sustainable innovation.

Learning Outcomes

1. Critically evaluate how the development of globalization has impacted the innovative capacity of firms and locations
2. Analyse seminal innovation conceptualisations and apply these to real world problems of global corporations
3. Critically analyse the how business model innovation and the management of technology and information is carried out in a dynamic global environment
4. Evaluate how a variety of innovation strategies are affected by national innovation systems, clusters, location, geography and space
5. Critically analyse how sustainable innovation impacts the innovative capacity of global corporations

Skills

Subject-specific

- Evaluate how managers and firms engage with and influence key stakeholders in a cross-border context

Cognitive

- Generate creative and innovative solutions to complex managerial challenges in a global environment
- Produce proactive strategic responses to disruptive events in a cross-border setting

Transferable

- Competence to balance independent enquiry while collaborating within a culturally diverse team

Marketing in the Digital Age

Overview

This module is designed to deepen students' understanding of the core concepts, principles, and practices of (digital) marketing. Through a combination of lectures and interactive discussions, the course integrates both theoretical and practical components, offering students a well-rounded perspective of the evolution of marketing and the diverse strategies organisations employ to create value in the digital age. Upon completion of the module, students will have acquired a thorough understanding of the decisions confronted by marketers in complex and dynamic environments. Additionally, they will be equipped with the knowledge of relevant theories and strategies to guide effective marketing decision-making and implementation.

Learning Outcomes

1. Critically reflect on the core principles in marketing and their practical application in both local and global settings
2. Evaluate the role and significance of marketing management and digital marketing technologies within a business
3. Synthesise knowledge from the wider academic literature and practical business sources relevant to marketing and the impact of digitalisation on the marketing mix
4. Critically apply real-life examples to the analysis of marketing concepts and digital marketing activities

Skills

Subject-specific

- Evaluate strategic decision-making of marketing managers and propose recommendations to improve efforts at both the local and global level

Transferable Skills

- Utilise market research technologies and software to address marketing and consumer challenges.

Digital Business Strategy

Overview

Organisations, whether born-digital or undergoing digitalisation, are leveraging technologies to transform how they create value. Accordingly, organisations now require strategies that address the demands of being or becoming a digital business.

Digital businesses are conceptualised as those that draw on numerous technologies (AI, blockchain, cloud computing, social media) in their operations. This enables organisations to harness data as never before and to automate routines and decisions, innovate faster, and gather deeper insights into themselves and their competitive environment.

Against this backdrop, the module explores digital business strategy as both an extension of and a challenge to conventional strategy concepts. The primary aim of the module is to equip students with the knowledge and skills to craft and implement strategy in an increasingly digital world.

The module is structured around three main strategy challenges: Strategic position (where are we?), strategic decisions (what options do we have?), and strategic practice (what is done).

The module draws on strategic management, organisation theory, and information systems to build an understanding of digital business strategy.

Learning Outcomes

1. Evaluate diverse and multi-layered external factors from global business environments related to digital businesses.
2. Analyse the impact of various stakeholders on firm activities and interdependences within global business environments.
3. Critically apply international business theories to formulate management problems regarding contemporary issues in extensive global business environments.
4. Synthesize different knowledge and perspectives on opportunities and challenges within global business environments to create new management solutions.
5. Evaluate how global CEOs and top management teams can make sense of and navigate uncertainty and complexity.

Skills

Knowledge and Understanding

- Furnish the capacity to be an ethical and responsible leader that balances economic and societal challenges arising from digital business

Subject-specific

- Critically analyse the challenges of crafting and implementing strategy for digital businesses by applying relevant tools and frameworks

Transferable Skills

- Effectively communicate complex information to address managerial problems

Making Ethical Business Decisions

Overview

This module discusses and evaluates the ethical responsibilities of managers and organisations. It will explore themes/issues from international, multi-disciplinary and managerial perspectives, and analyse tensions, conflicts, contradictions and dilemmas via case studies and class discussion. Topics that may be developed include the role of ethical theories, the internal ethical environment (why and how do ethical dilemmas arise and how can they be resolved?); ethical issues regarding employees (including whistleblowing, Codes of Ethics, corporate governance), ethics and consumers, ethics and social responsibility, and ethical issues arising from using artificial intelligence and machine learning.

Learning Outcomes

1. Evaluate the ethical responsibilities of organisations
2. Evaluate the role of ethics in business, in local, national and international contexts
3. Analyse different ethical perspectives that are used to guide decision making
4. Evaluate the rights, duties and responsibilities of, and relationships between, organisations and their internal (employee) and external stakeholders (customers, local and wider communities)
5. Discuss and critically review new developments in governance and business ethics

Skills

Knowledge and Understanding

- Develop a global mindset with cross cultural intelligence

Subject-specific

- Evaluate how managers and firms engage with and influence key stakeholders

Cognitive Skills

- Generate creative and innovative solutions to complex managerial challenges in a local and global environment
- Critically assess how managers and firms generally behave and strategise in a complex global business context

Capstone Project (Dissertation)

Overview

This capstone module provides students with the opportunity to complete an individual project designed to showcase students' ability to integrate international business expertise with advanced AI-driven analytical and strategic skills. As the culminating experience of the dual master's programme, this module requires students to demonstrate mastery of both disciplinary domains through a substantial independent research project. All projects must combine an AI or AI-based technology element with an international business challenge, ensuring graduates can operate at the intersection of these critical domains.

Learning Outcomes

1. Critically evaluate and justify the applicability of AI solutions to strategic issues that influence firm performance within dynamic international business environments.
2. Assess and apply AI-based tools relevant to strategic management in multi-level and cross-border contexts.
3. Integrate insights from international business and AI/technology modules to diagnose and address complex managerial challenges through an independent research project.
4. Demonstrate advanced, research-intensive analytical capability in evaluating how firms use AI to respond to international business challenges.

Skills

Knowledge and Understanding

- Critically evaluate how AI technologies and data-driven approaches can address complex strategic challenges in international business contexts, demonstrating advanced understanding of both domains

- Demonstrate comprehensive knowledge of responsible AI deployment frameworks and their application within diverse global regulatory and ethical landscapes
- Synthesise contemporary theories of international business strategy with emerging AI capabilities to generate original insights regarding technology-driven global transformation

Subject-specific

- Apply advanced research methodologies to investigate complex problems at the intersection of AI and international business, generating original, evidence-based recommendations
- Design and justify sophisticated AI implementation strategies that integrate technical feasibility with international business considerations
- Construct coherent, evidence-based arguments regarding the strategic deployment of AI in global business environments, demonstrating intellectual independence and critical judgment

Transferable

- Communicate complex technical and strategic concepts with clarity and precision through professional-standard written reports, oral presentations, and visual formats appropriate to diverse stakeholder audiences
- Consistently display an excellent level of technical proficiency in written English and command of scholarly terminology, to be able to deal with complex issues in a sophisticated and systematic way.
- Exhibit research and analytical skills with a range of up-to-date, well-proven tools and resources.