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MODULE DESCRIPTOR

Module Title

Global Fashion Strategy

Reference	BS4321	Version	4
Created	April 2018	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

Aims of Module

To enable the student to evaluate motivation, methods and processes associated with a domestic retailer when entering into international retail markets, whilst taking into account strategic issues.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Appraise the range and scope of strategic development within the specific retail sector, in view of current trends.
- 2 Identify and analyse the strategic corporate issues within retailing and retailer internationalisation.
- 3 Critically analyse retailer motivation for international market entry with consideration for the retailers domestic operation whilst defining the process of internationalisation.
- 4 Critically evaluate strategic options undertaken by retailers and identify competitive advantage both domestically and internationally.

Indicative Module Content

This module extends prior learning and focuses on the reasons for retailer strategic analysis and its implications for retail internationalisation. Strategic development; mission, objectives, corporate, business and operational. Strategic corporate issues; current retail climate, competitive advantage, critical success factors, market position. Methods of strategic development; methods of entry and market appraisal: strategic and tactical choice: Organic, flagships, direct entry, joint venture, merger and acquisition, franchising, wholesaling and internet. Process and forms of international retailing. Internationalisation and its implementation in relation to strategy and the pattern of development. Retailer motives for market entry: push, pull and facilitating factors. Academic models associated with retail internationalisation and its varied process definitions with some consideration for geography and culture.

Module Delivery

This is a lecture based course, supplemented by tutorials. Key concepts are reinforced through directed reading, student centred learning, tutorial discussion and independent research.

Indicative Student Workload	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	114	114
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Group and Individual Portfolio Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 DAWSON, J., 2006. *Strategic issues in international retailing*. London: Routledge. *ebook*
- 2 ELSNER, S., 2017. *Strategic retail management : Text and International Cases*. 3rd ed. Springer. *ebook*.
- 3 JOHNSON, G., WHITTINGTON, R., SCHOLLES, K., ANGWIN, D. and REGNER, P., 2017. *Exploring strategy Text and Cases*. 11th ed. Harlow: Pearson. *ebook*
- 4 LYNCH, R., 2015. *Strategic management*. 7th ed. Harlow: Pearson. *ebook*
- 5 STERNQUIST, B., 2018. *International retailing*. 3rd ed. New York: Fairchild Publications.