**Core Modules**

CORP3501 Global Strategic Management

**Core Text**

Hitt, M A; Ireland, R D; Hoskisson, R E (2020), *Strategic Management: Competitiveness & Globalization: Concepts and Cases*. 13th Edition. Andover: Cengage Learning EMEA.

**Recommended Readings**

Buytendijk, F., Hatch, T. & Micheli, P. 2010, "Scenario-based strategy maps", *Business Horizons*, vol. 53, no. 4, pp. 335-347.

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CORP3544 Global Contemporary Business Issues

**Core text**

Miles, D., Scott, A., Breedon, F. Macroeconomics. Understanding the Global Economy: 3rd Edition

**Recommended Readings**

Helm, T. (2016). Why Europe will drive a hard Brexit. The Guardian, 1-6.

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Drucker, P. (2009). Modern Prophets: Schumpeter and Keynes. Drucker Society of Austria, 1-9.

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Drucker, P. (1973). Social Impacts and Social Responsibilities. Management: Tasks, Responsibilities, Practices, 214-224.

Ahiakpor, James C. W. (2010). Multinational Corporations in the Third World: Predators or Allies in Economic Development? Acton Institute: Religion & Liberty, 5(2), 1-3.

Drucker, P. (1993). From Capitalism to Knowledge Society. The Post Capitalistic Society,: 17-43

Rotman, D. (2013). How Technology is Destroying Jobs. Technology Review, 1-10.

Hanson, H. D. (2012). The Rise of Middle Kingdoms: Emerging Economies in Global Trade. Journal of Economic Perspectives, 26(2), 41-64.

Rose, E.A. (2004). OPEC's Dominance of the Global Oil Market: The Rise of the World's Dependency on Oil. The Middle East Journal, 58(3), 424-443.

Wartzman, R. (2014). What Peter Drucker Knew About 2020. Harvard Business Review.

**Strategy and Management Stream**

CORP3400 Strategy & Management Dissertation

**Recommended text on Methods**

Saunders, Mark, Lewis, Philip and Thornhill, Adrian, (2016), Research Methods for Business Students, 7th edition, Harlow: Financial Times Prentice Hall. ISBN: 0273716867

**Other Recommended Readings**

Bryman, A. and Bell, E., (2015) 4th ed., Business Research Methods, Oxford: Oxford University Press ISBN: 9780199668649

Cooper, D. R. and Schindler P. S., (2013). Business Research Methods, 12th edition. Boston: McGraw Hill. ISBN: 00721244301

Kumar, R (2014) Research Methodology: A Step-By-Step Guide for Beginners, 4th Ed. London: Sage. ISBN: 141291194X

Sekaran, U (2003). Research Methods for Business: A Skill-building Approach, 4th edition, New York: Wiley ISBN: 0471203661

Yin, R. K. (2014) Case Study Research - Design and Methods, 5th edition, Applied Social Research Methods Series, Volume 5, London.: SAGE Publications. ISBN: 1412960991

CORP3547

**Recommended Readings**

Blowfield, M. (2013), Business and Sustainability, Oxford: OUP.

Blowfield, M. and Murray, A. (2014), *Corporate Responsibility* (3rd ed), Oxford: OUP.

Crane, A. and Matten, D (2010), *Business Ethics* (3rd ed), Oxford: OUP.

Crane, A., et al. (eds) (2013), *Corporate Social Responsibility: Readings and Cases in a Global Context* (2nd ed), Abingdon: Routledge.

Fisher, C. and Lovell, A. (2009), *Business Ethics and Values* (3rd ed), London: FT-Prentice Hall.

ENTE3506 Creative Management and Marketing

**Core texts**

Kim and Morbaugne (2015) Blue Ocean Strategy Harvard Business Review Press ISBN 1 59139 619 0

Kaufman, J.C. and Sternberg, R.J. (2010) The International Handbook of Creativity Cambridge University Press

Kim, W. C., & Mauborgne, R. (2017). Blue ocean shift: Beyond competing-proven steps to inspire confidence and seize new growth. Hachette UK.

**Supplementary texts**

Brown, S and Eisenhardt, K (1998) Competing on the Edge: Strategy as Structured Chaos, Harvard Business School Press

De Brabandere, L (2005) The Forgotten Half of Change: Achieving Greater Creativity through Changes in Perception, Dearborn

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Kilduff M. and Tsai W. (2003) Social Networks and Organisations Sage

Lewis, R.D. (2006) (Edition 3) When Cultures Collide: Leading across Cultures, Nicholas Brealey International:Boston;London

Proctor, Tony (2008) (Edn 2) Creative Problem Solving for Managers Routledge

Trompenaars and Hampden-Turner (1998) Riding the Waves of Culture McGraw Hill

Tushman and Moore (1988). Readings in the Management of Innovation, Sage.

Vandermerwe S (2000). From Tin Soldiers to Russian Dolls, Butterworth Heinemann.

Watkins, M. (2003) Managing Creativity and Innovation (Harvard Business Essentials S.) Harvard Business School Press

**Reading Materials for Lectures and Seminars preparation**

Akkerman, S. F., & Bakker, A. (2011). Boundary crossing and boundary objects. Review of educational research, 81(2), 132-169.

Crayford, J., Fearon, C., McLaughlin, H., & Van Vuuren, W. (2012). Affirming entrepreneurial education: learning, employability and personal development. Industrial and Commercial Training.

Jeff Howe “The Rise of Crowdsourcing” by Jeff Howe <https://sistemas-humano-computacionais.wdfiles.com/local--files/capitulo%3Aredes-sociais/Howe_The_Rise_of_Crowdsourcing.pdf>

Levina, N., & Vaast, E. (2008). Innovating or doing as told? Status differences and overlapping boundaries in offshore collaboration. MIS quarterly, 307-332.

Mueller, S., & Anderson, A. R. (2014). Understanding the entrepreneurial learning process and its impact on students' personal development: A European perspective. The International Journal of Management Education, 12(3), 500-511.

Rae, D., & Carswell, M. (2000). Using a life‐story approach in researching entrepreneurial learning: the development of a conceptual model and its implications in the design of learning experiences. Education+ training.

Xu, Y., Ribeiro-Soriano, D. E., & Gonzalez-Garcia, J. (2015). Crowdsourcing, innovation and firm performance. Management Decision

**Other Recommended Readings**

Antoncic, B., & Hisrich, R. D. (2001). Intrapreneurship: Construct refinement and cross-cultural validation. Journal of business venturing, 16(5), 495-527. 6

Amabile, T. M. (1988). A model of creativity and innovation in organizations. Research in organizational behavior, 10(1), 123-167.

Bengtsson, M., & Kock, S. (2000). ” Coopetition” in business Networks—to cooperate and compete simultaneously. Industrial marketing management, 29(5), 411426. 4

Chang, J. (1998). Model of corporate entrepreneurship: intrapreneurship and exopreneurship. In Allied Academies International Internet Conference (Vol. 1, p. 7).

Kim, W. C., & Mauborgne, R. (2007). Blue ocean strategy. Part 1.

Lam, A. (2000). Tacit knowledge, organizational learning and societal institutions: An integrated framework. Organization studies, 21(3), 487-513.

Pedersen, René Bøtker. (2016). Strategic Knowledge Production: Mapping the Agency of Knowledge. European Conference on Knowledge Management; Kidmore End : 725-732. Kidmore End: Academic Conferences International Limited. (Sep 2016)