

Southampton Business School

Summer Programme

10-21 July 2023

Course Catalogue



COURSE CODE	THE AGILE ORGANISATION
Course leader	Dr David Baxter, Associate Professor of Innovation at the Southampton Business School, University of Southampton. https://www.southampton.ac.uk/business-school/about/staff/db1y13.page
Course description	In the 1970s, movie credits were played at the start. For about 5 minutes, moviegoers were forced to find out who decorated the set, who held the microphone and who got the actors their coffee. In the 1980s the credits moved to the end, in response to TV broadcasters demanding that movie makers keep the viewer's attention and stop them switching channels. Like watching the opening credits on a movie, people working in bureaucratic structures are often left wondering why they're still waiting. Anything other than highly routine tasks needs a flexible approach to organising. This is where Agile comes in, as an approach to managing complex organisations and projects. Within about 10 years, Agile radically changed the IT industry. Now more and more organisations, from governments to car manufacturers, are adopting Agile values, approaches and methods. Why? What is Agile? Why does it work? And when should it be used? This course explores these questions, and provides a practical experience of an Agile project through a team simulation.
Course objectives	Introduce the problem of complexity in organisations and projects Provide knowledge and understanding of Agile in practice, and in the academic literature Give students an experience applying Scrum, an Agile method
Course topics	Problems with complex organisations and projects Agile values and principles Agile adoption in software, product development and organisational design Scrum Challenge: a group activity to apply the Scrum method in an interactive simulation
Learning methods	Lecture, in-class discussions, group simulation activity
Assignments	A group presentation discussing the effects of the Scrum method in the simulation task
Evaluation	-
Bibliography / Course material	Rigby, D.K., Sutherland, J. and Noble, A. (2018). Agile at scale. Harvard Business Review, 96(3), pp.88-96. https://todopmp.com/wp-content/uploads/2018/12/agile-at-scale.pdf Torgeir Dingsoeyr, Davide Falessi, Ken Power (2019). Agile Development at Scale: The Next Frontier. IEEE Software 36(2). https://ieeexplore.ieee.org/abstract/document/8648272 Dingsøyr, T., Nerur, S., Balijepally, V. and Moe, N.B., 2012. A decade of agile methodologies: Towards explaining agile software development. Journal of Systems and Software 85(6). https://www.sciencedirect.com/science/article/pii/S0164121212000532 A practitioner-oriented series of short articles on Agile in New Product Development: https://us14.campaign-archive.com/?u=0159ccdbefaf019547d1aad73&id=fe81a5d28a
Number of credits	1 ECTS
Course schedule	9-hour course (3 x 3 hours)

COURSE CODE	BLING BLING: LUXURY BRAND MANAGEMENT ACROSS CULTURES & TIMES
Course leader	Paurav Shukla Paurav is Professor of Marketing at the University of Southampton. He is one of the leading global scholars in the field of luxury marketing & branding.
Course description	Luxury has fascinated human mind for centuries. The idea of luxury is present in every sector of business be it automobiles, banking, fashion, finance, healthcare, technology or tourism. Luxury brands are one of the fastest growing niches in many of these global sectors of business. With complex socio-psychological benefits involved, luxury Brand Management requires higher sensitivity to customer perceptions of established aesthetics and the overall value proposition. The rise of affluent customers globally poses a paradoxical challenge for strategic luxury brand management: how to keep the aspirational aspects alive while increasing accessibility. Staying true to the spirit of luxury and developing differentiation in this competitive market landscape is a paramount concern. This course develops an appreciation through exploring the evolution of luxury brands over time and place across cultures, and examining the interaction between the tangible and symbolic as well as experiential dimensions of luxury.
Course objectives	At the end of the course, you will be able to: <ul style="list-style-type: none"> - Understand how luxury is defined in different fields of knowledge - Comprehend and reflect on the nature and association with luxury in different countries and cultures historically and in present times - Recognize why and how we value luxury
Course topics	<ul style="list-style-type: none"> - Defining luxury - History of luxury in different parts of the world - The current luxury market - Luxury value perceptions
Learning methods	Classroom teaching (3 x 3 lectures) Participants are not expected to have prior knowledge of luxury. However, participation is very important in this module as there are so many interesting experiments and exercises involved. Participants will have to engage in a variety of group activities and mini case studies.
Assignments	Blog post (500 words) You are required to write blog post analysing any global luxury brand (e.g., Louis Vuitton, Gucci, Rolls Royce, Hermes, Balenciaga, Rolex, etc.) through the lens of value perceptions. The blog should contain following information: <ol style="list-style-type: none"> 1. The history and current financial information about the brand 2. Brand value perception analysis based on a theoretical framework (this frameworks will be discussed in the class)
Evaluation	The assessment include: <ol style="list-style-type: none"> 1. Presentation structure and clarity including use of visuals (20%) 2. Relevance of data employed and appropriate referencing (20%) 3. Integration of specific theories learnt in the class with your findings (30%) 4. Evidence of analysis, thinking and debate of the argument at an appropriate level especially relating to the topic and theory behind it (30%)
Bibliography / Course material	While no pre-reading is needed, participants will highly benefit from reading my online book available at: https://aaltodoc.aalto.fi/bitstream/handle/123456789/44370/isbn9789526039169.pdf?sequence=4&isAllowed=y
Number of credits	1 ECTS
Course schedule	9-hour course (3 x 3 hours)

COURSE CODE	BUSINESS DOESN'T TAKE PLACE IN A VACUUM: EXPLORING THE ROLE OF CONTEXT IN A GLOBALISED WORLD
Course leader	Professor Peter Rodgers, Professor of Strategy & International Management, MBA Director
Course description	This short course introduces students to the diversity of external factors impacting on organisations operating in today's complex global business markets. Taking a multi-disciplinary approach, students will explore the increasing importance of emerging market economies in today's global economy and how political, cultural and social transformations influence not only firm-level strategy, but also wider marketing and operations, finance and people management. Using case studies, from developed and emerging market settings, students can critically examine the importance of factors such as institutions, technological change and increased awareness of environmental sustainability on decision-making within organisations.
Course objectives	This course will: <ul style="list-style-type: none"> • Provide an overview of the shifting nature of the world economy, exploring the implications of technological change and the rise of emerging economies • Explore the role of political, cultural, technological and environmental factors on how firms operate in the twenty-first century • Provide insights into how the 'drivers' of business and business models are changing to include more sustainable models of business development
Course topics	1. Shifting rules of the game? Globalisation and the increasing role of emerging economies 2. Do politics and culture matter? Exploring the importance of context in contemporary business 3. Looking beyond solely profits? The rise of corporate social responsibility and sustainability in driving business in the twenty-first century
Learning methods	Classroom teaching (3 X 3 hour sessions) Discussions and groupwork will be encouraged.
Assignments	Group presentations in the final session will assess student understanding of the core concepts taught within the course.
Bibliography / Course material	Mauro F Guillen and Emilio Ontiveros, (2016) <i>Global Turning Points: the challenges for business and society in the 21st century</i> (2 nd Ed), Cambridge University Press. Morrison, J. (2017) <i>The global business environment: Challenges and responsibilities</i> . London: Palgrave Macmillan Education.
Number of credits	1 ECTS
Course schedule	9-hour course (3 x 3 hours)

COURSE CODE	CRYPTOCURRENCY INVESTMENTS
Course leader	Dr. Larisa Yarovaya Dr Larisa Yarovaya is Associate Professor of Finance, Programme Director of BSc Finance , and Deputy Head of the Centre for Digital Finance at the Southampton Business School, University of Southampton
Course description	This course will focus on cryptocurrencies, one of the most popular uses of blockchain technology, and will discuss technological, environmental, and legal aspects of this new investment asset class. This course will be suitable for anyone with an interest in finance or who wants to learn about the applications, ethics, opportunities and sustainability of cryptocurrencies. We will also cover the challenges of investment in cryptocurrencies and other investment opportunities available in the digital asset ecosystem (e.g. DeFi assets, stablecoins, NFTs).
Course objectives	This course will: - Provide an introduction to the world of cryptocurrency and how it works as a novel form of currency. - Provide insights into specific forms of cryptocurrency such as Bitcoin. - Give students a clear idea of how they might deploy cryptocurrency for personal and professional goals.
Course topics	<ol style="list-style-type: none"> 1. Technological aspects of cryptocurrency and how Bitcoin works. 2. How to construct cryptocurrency portfolio and provide an overview of the investment opportunities available in the growing digital asset ecosystem 3. The key challenges of cryptocurrency growth, such as environmental and legal concerns.
Learning methods	Classroom teaching (3 X 3 hour sessions) Discussions and groupwork will be encouraged.
Assignments	An end of class multiple choice test (20 questions, 20 minutes) will assess your understanding of core concepts taught over the 9 hours.
Evaluation	An end of class multiple choice test (20 questions, 20 minutes) will assess your understanding of core concepts taught over the 9 hours.
Bibliography / Course material	
Number of credits	1 ECTS
Course schedule	9-hour course (3 x 3 hours)

COURSE CODE	MULTI-TIER SUSTAINABLE SUPPLY CHAIN MANAGEMENT
Course leader	Dr Yu (Jack) Gong Dr Yu (Jack) Gong is Associate Professor in Operations Management, Director of CORMSIS at the Southampton Business School, University of Southampton
Course description	Sustainability is strategically important in both academic research and management practice nowadays. Industries and organisations are pressured by various stakeholders and advocacy groups to become more sustainable. Supply chain focal firms have to not only be sustainable in their operations but also need to extend the sustainable practices to their multiple tiers of suppliers. Otherwise, they may be at greater risk for being held accountable for the failure of their multi-tier suppliers, with profound consequences including damage of corporate reputation, increased operational cost, eroded consumer confidence, revenue and margins. In this topic, we will explore the concepts of supply chain management, with a particularly focus on multi-tier sustainable supply chain management. We will apply case studies to explore how world leading organizations apply supply chain learning and supply chain leadership mechanisms in implementing multi-tier sustainable supply chain practices.
Course objectives	This course will: <ul style="list-style-type: none"> • Provide an introduction to supply chain management; • Introduce the concepts of sustainable supply chain management, supply chain learning and supply chain leadership; • Apply supply chain governance mechanism to achieve sustainability at a multi-tier supply chain network perspective.
Course topics	Definitions of supply chain management; Supply chain mapping; Supply chain learning and supply chain leadership; Multi-tier sustainable supply chain management.
Learning methods	Classroom teaching (3 X 3 hours sessions) embedded with case studies and group discussions
Assignments	Group presentation on one organization's multi-tier sustainable supply chain management practices
Evaluation	Feedback will be provided after the group presentations
Bibliography / Course material	Bessant, J., Kaplinsky, R. and Lamming, R., 2003. Putting supply chain learning into practice. <i>International journal of operations & production Management</i> , 23, 2, 167-184. Gong, Y., Jia, F., Brown, S. and Koh, L., 2018. Supply chain learning of sustainability in multi-tier supply chains: a resource orchestration perspective. <i>International Journal of Operations & Production Management</i> , 38, 4, 1061-1090. Gosling, J., Jia, F., Gong, Y. and Brown, S., 2016. The role of supply chain leadership in the learning of sustainable practice: toward an integrated framework. <i>Journal of Cleaner Production</i> , 137, pp.1458-1469. Mena, C., Humphries, A. and Choi, T.Y., 2013. Toward a theory of multi-tier supply chain management. <i>Journal of Supply Chain Management</i> , 49(2), pp.58-77. Tachizawa, E.M. and Wong, C.Y., 2014. Towards a theory of multi-tier sustainable supply chains: a systematic literature review. <i>Supply Chain Management: An International Journal</i> . 19, 5/6, 643-663. Villena, V.H. and Gioia, D.A., 2020. A more sustainable supply chain. <i>Harvard Business Review</i> , 98, 2, 84-93.
Number of credits	1 ECTS
Course schedule	9-hour course (3 x 3 hours)

To register, please visit the summer school website or scan the QR code:

<https://www.southampton.ac.uk/business-school/summer-school/index.page>



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In collaboration with our partner, Audencia Business School, we also offer the **Audencia-Southampton global business summer programme**. To know more, please visit

<https://international.audencia.com/short-term-programmes/>



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