Module Descriptor

	Module Summary Information	
A	**Module Title**	**Advanced Business and Marketing skills in the Cosmetics Industry**
B	**Module Code:**	CSCM03
C	**Credits:**	30 credits
D	**Level:**	7
E	**Pre-Requisites:**	None
F	**Co-Requisites:**	None
G	**Faculty:**	Health Sciences and Wellbeing
H	**Module Leader:**	Yannis Smirnis
I	**Other Teaching Staff:**	tbc
J	**HECoS Code:**	

K	**Content Synopsis- Web version**
	Display critical understanding of the business and marketing framework in the cosmetic industry, the importance of time management, multitasking and the ability to communicate information accurately to both specialist and non-specialist audiences. Develop evaluative skills of the steps involved in Project Management and Planning and Product Development Exercise. Gain skills in planning and developing the relevant documentation and activities for a New product (project) during a Project Development Exercise and demonstrate accountability in planning and executing the development and marketing of a cosmetic product in different countries.
L	**Module Content**
	The learning outcomes will be developed through the following evolving module themes: **Business framework and management in the Cosmetic industry** The key concept of strategic management within an international business context. It begins by introducing and understanding of corporate strategy as it relates trans-national corporations as players in an increasing global environment. The impact of Foreign Direct Investment (FDI) and actions of global players as they seek to identify competitive advantage is considered. Growth of the global marketplace has been accompanied by national and international regulations governing the openness of trade. Thus trade agreements, e.g. under the banner of WTO, are examined as well as the issues which link this to the "hyperglobalisation" thesis. A distinction is made between those companies operating in market, state and transitional economies. You will gain understanding of the business principles (political, socio-cultural, economic and technological factors) that have been found to influence variations in international cosmetic business structures and management styles in different countries. Relate the conceptual theory of "internationalisation", innovation and competitive advantage to cosmetic industry in relation to other industries and locations

	Marketing management in the Cosmetic industry You will gain understanding of the International Marketing principles focuses on challenges and opportunities of marketing new and existing cosmetic products to the international marketplace. It builds on student's knowledge to key concepts and theories of international marketing that informs the use and adaptation of marketing principles and how these are applicable in the Cosmetic industry in different countries. It pays special attention to variations from home-country marketing and to strategies used by international marketers. The principles of distribution management, marketing (including e-marketing) and sales will be covered and you will be able to think critically and develop your business acumen skills. The above themes will merge to the Project Management theme: **Project management in the Cosmetic industry** You will apply the principles of QbD and the principles of experimentation strategies via project management and planning & product launch exercises. You will demonstrate effective time management, teamwork and the ability to multitask. You will be able to integrate knowledge from the co-requisite module "Formulation, Manufacture and Material Science skills for Cosmetic, Personal care and Fragrance products" on raw material selection, formulation design, manufacturing steps and quality control processes, to the steps of a Product Development Exercise. You will be expected to demonstrate a critical approach in project planning, from a market brief and raw material selection to final product validation and launch. You will be working as part of a group to simulate the project planning teams in the cosmetic industry. The creation of a business report, a marketing plan and an overall project planning essay for a new cosmetic product will encourage you to evaluate the impact of the external business environmental factors to the brand/organisation on two countries in different continents; and to demonstrate your learning and competence in the management of resources, particularly the scope, schedule, quality, cost and marketing of the new product. Transferable skills: • Team work • Critical thinking • Problem-solving • Time management • Multitasking • Business acumen • Informed and confident communication
M	**Module Learning Outcomes**
	By the end of this module successful students will be able to do the following:
1	Display mastery of international business principles (political, socio-cultural, economic and technological factors) that have been found to influence variations in international cosmetic business structures and management styles in different countries. Relate the conceptual theory of "internationalisation", innovation and competitive advantage to cosmetic industry, the importance of time management, multitasking and the ability to communicate information accurately to both specialist and non-specialist audiences.
2	Display critical understanding of the steps involved in Project Management and Planning and Product Development Exercise.

3	Demonstrate expertise in the development of new Cosmetic product through project concept (marketing brief, formulation, sourcing, quality and compliance, packaging artwork, product validation and launch) during a Product Development Exercise.
4	Demonstrate understanding of the differences between marketing in domestic and international markets, the processes by which the organisations internationalise their activities and satisfying market-place needs and accountability in planning and executing the development and marketing of a cosmetic product in different countries.

N	**Teaching and Learning Methods**

Scheduled Activities	**Hours**
Interactive lectures on Business management	*30*
Interactive lectures on Marketing management	*30*
Interactive lectures on Project management	*21*
Revision seminars	*9*
Independent Study	
	210
Placement	*-*
Total Hours	*300*

O	**Assessment Methods**

#	Title	Exam Length or Word length	Central or Local Exam	%	Summary	Module Mark
1	Business report	3000 words		30	Individually submitted management report for a brand/company in relation to two chosen countries, Assesses learning outcomes 1, 3.	*
2	Project essay	2,500 words		40	Individually submitted project planning report for a brand/company in relation to two chosen countries. Assesses learning outcomes 2, 3, 4.	*
3	Marketing essay	3000 words		30	Individually submitted marketing report for a brand/company in relation to two chosen countries. Assesses learning outcomes 1, 4.	*
Overall Mark				100		**
Are there Programme Specific regulations that are applicable to this module? If Yes please give details:						~~Yes~~/No

Are programme Specific regulations applicable on every programme that the module is delivered on If No please give details: https://my.sunderland.ac.uk/display/AQH/Academic+Regulations	Yes~~/No~~

P	Reading List
	Business Management • " The Global Business Environment: Meeting the Challenges" (3rd edition), Morrison, J, 2011, London: Palgrave MacMillan • "The International Business Environment" (2nd edition), Hamilton, L & Webster, (2012), Oxford University Press.
	Project Management • "Project Management Achieving Competitive Advantage" by Pinto J.K. (2013), Harlow: Pearson Education. • "Project Management: Planning and Control techniques" by Burke R. (2013), (5th edition), Chichester: John Wiley & Sons. • "A Guide to Project management Body of Knowledge" (PMBOK Guide), (5th edition), Newton square, PA: Management Institute.
	Marketing Management • "International Marketing" by D.W. Baack, E. Harris, SAGE, 2013 • "Global Marketing" by Svend Hollensen, Sixth Edition, Pearson • "International Marketing An SME Perspective" by Sean De Burca, R. Fletcher, FT Prentice Hall • "International Marketing and Export Management" by G. Albaum, E.Duerr, FT Prentice Hall

Additional Reading

Accessing, researching and reading journal articles. Please note this is a post-graduate level module and at this level you are expected to access additional reading material to expand your knowledge, become better informed and better equipped to meet the challenges of the dynamic and evolving international business environment. You will also need to access such resources for your summative assessment.

The library has access to Online sources for which you will need your student id and password. The best way to identify and access relevant journals is via Discover, which you can access Discover through the main library web page

http://library.sunderland.ac.uk/

As well as additional support through the business and management web pages

http://library.sunderland.ac.uk/supportforyoursubject/business/

A starting point for appropriate journal articles is the Journal of International Business studies, International marketing, and Project management

In addition, both the Economist www.economist.com and the Financial Times www.ft.com This can be accessed via the library website. There are also printed copies of these and other quality newspapers which have good business coverage (e.g. the Sunday Times) and business periodicals available in the library.

Q	**Programmes using the module as Core/~~Option~~:**
i	MSc Cosmetic Science (core)
ii	
iii	

R	**Module Delivery**
i	**On-Campus Yes/~~No~~**
ii	**Off-Campus ~~Yes/~~No**
iii	**Distance Learning ~~Yes~~/No**
iv	**Apprenticeship ~~Yes/~~No**
v	**Available for incoming Study Abroad students ~~Yes/~~No**
vi	**Professional Accreditation: ~~Yes/~~ No** ***(If yes, by whom and what conditions if any are specific to the module?)***

S.Version Control
Module Descriptors are checked annually and updated when changes are made to the Module.

Version No		**Date**	**Details of change**	**Author**
V1	**Document created**	19/06/2020	New Module	Dr Kalliopi Dodou
V2	**Document changed**	22/06/2020		Yannis Smirnis