

International Business

Module Code	6BUSS007W
Module Level	6
Length	Session Two, Three Weeks
Site	Central London
Host Course	London International Summer School
Pre-Requisite	None
Assessment	75% Case Study Report, 25% Presentation

Summary of module content

The Module explores the wider business environment and the significance of major global trends. The impact upon international businesses of the global trade institutions and of governments is studied for companies of various sizes and types. Major topics include, foreign direct investment; culture and management practice, assessing the attractiveness of markets, ethics and the management of risk internationally. The decisions and issues faced by international managers are studied from the perspective of various functions including Finance, HRM, Marketing and Operations.

Keywords: international, global.

Learning outcomes

On successful completion of this module, the student will be able to:

1. Debate trends in the global business environment and their relevance both to trading relations between countries and to business decisions within organisations.
2. Monitor current issues in world trade, evaluating various facets and implications of possible developments or outcomes.
3. Critically evaluate the factors relevant to an organisation entering a new country and assess their relative significance in a given situation.
4. Cite the major research on how cultural differences manifest themselves in behaviour and evaluate the implications of this for business conduct.
5. Identify and assess the relevance of issues arising for an organisation, in both the strategic and the functional areas of management as a consequence of it operating across several countries.

Course outcomes the module contributes to

L6.5 Engage in debate in a sophisticated, professional manner in English using communication and cultural understanding to influence and convince others (KTS)

L6.6 Work effectively as a member of an international team, negotiating in a professional manner, managing conflict, and mentoring group members (KTS)

Indicative syllabus content

- Globalisation
- World trade trends
- Business environment
- International Trade Theory
- Culture and Ethics
- Foreign direct investment
- Regional economic integration
- Currencies and Foreign Exchange
- Developing international business strategy
- Managing international businesses
- HRM, Operations, Finance and Marketing functions

Teaching and learning methods

Lectures will be a combination of keynote lectures to introduce concepts and issues and occasional lectures by visiting speakers from industry.

Weekly class sessions will be conducted in a workshop format where possible, with the expectation that a high degree of participation will enhance the learning experience. The workshops will combine facilitated group activities by the students, with short periods of input from the tutor, the latter serving to complement the reading that students will have done in advance, in highlighting key concepts, filling in gaps in student understanding, and introducing further material. The group activities will vary in nature involving, for example, debates, mini-exercises, and case study analysis, providing a focus for the application of academic theory combined with real-life situations. Students will be encouraged to engage in regular reflection on their own performance, their contribution to the overall learning experience, and its role in their own professional futures.

Class sessions will be supplemented by individual private study and group collaboration, supported by communications technology to extend the learning experience.

Activity type	Category	Student learning and teaching hours*
Lecture	Scheduled	12
Seminar	Scheduled	24
Simulation	Scheduled	12
Total scheduled contact/activity hours		48
Structured independent study	Independent	40
Module and course-based general study	Independent	44
Working on and taking assessments	Independent	68
Total independent study hours		152
Total student learning and teaching hours		200

*the hours per activity type are indicative and subject to change.

Assessment rationale

Assessments will measure the ability of students to apply key analytical skills and their understanding of the theory and practice of international trade through an analysis of case studies and journal or other articles. The Group Report will assess students' abilities to interact effectively within a group, allocate tasks, receive and give ideas and produce a cohesive report. Students will be assessed on their ability to gather and analyse data as well as synthesise it into a well-supported analysis. The Individual Report will be the result of research and analysis on an international business scenario. Team work researching current academic literature with fellow students, on which formative feedback will be given, will enrich the learning process. The Individual assessed work includes reflection on their progress through the course of the Module.

Assessment criteria

- Knowledge of the theory underpinning international trade.
- Demonstration of ability to assess a world trade issue from differing perspectives
- Ability to evaluate the factors influencing business decisions within international companies.
- Ability to assess the issues arising for an organisation, in both the strategic and the functional areas of management, created by its operating across several countries

Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
Group In-Module qualifying set	25	30	<i>n/a</i>	1&2	20 minutes Presentation on a current issue in world trade and compilation of a Portfolio of evidence.
<i>Presentation of Literature review</i>	<i>Formative only</i>		<i>n/a</i>	3&4	<i>Presentation</i>
Case Study	75	30	<i>n/a</i>	2-5	<i>Report (3,000 words)</i>

The pass mark for this module is 40%. A minimum mark of 30% in each qualifying set of the assessment is required: in-module qualifying set and end-of-module qualifying set.

Synoptic assessment

This module does not contribute formally to the assessment of learning outcomes of other level 6 core modules; however it facilitates integration of the students' learning at this level.

Sources

Essential Reading:

Hill, C. (2014) *International Business - Competing in the Global Marketplace*. (10th Edition) London: McGraw Hill

Further Reading:

Ball, D. A., McCulloch, W.H., Jr., p. L. Frantz, Geringer, JM and Minor, MS (2016).

International Business – The Challenge of Global Competition. (13th Edition) London: McGraw Hill

Czinkota, M. R., Ronkainen, I.A., & Moffett, M.H. (2011). *International Business*. (8th Edition) UK: Thomson

Daniels, J. D., L.H. Radebaugh & D. P. Sullivan (2014) *International Business: Environments and Operations*. (11th Edition) N.J.: Pearson Prentice Hall

Rugman, A.M. & Hodgetts, R.M. (2012) *International Business*. (6th Edition) Harlow: Financial Times, Prentice Hall

Schneider, S.C. & Barsoux, J.L. (2014) *Managing Across Cultures*. (3rd Edition) Harlow: Financial Times, Prentice Hall.

Journals:

Academy of Management Journal

Harvard Business Review

Journal of International Business Studies

Strategic Management Journal

International Business Review

International Business Strategies for the Global Marketplace

International Journal of Management

Journal of American Academy of Business

Journal of International Management

Management International Review