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.

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

*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

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

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:**

**Further Reading:**


**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*