

<b>Module code: MOD003497</b>	<b>Version: 2 Date Amended: 02/Mar/2012</b>
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<b>1. Module Title</b>
Managing International Business

<b>2a. Module Leader</b>	<b>2b. Department</b>	<b>2c. Faculty</b>
Null	Department of Leadership and Management	Lord Ashcroft International Business School

<b>3a. Level</b>	<b>3b. Module Type</b>
6	Standard (fine graded)

<b>4a. Credits</b>	<b>4b. Study Hours</b>
30	300

<b>5. Restrictions</b>			
<b>Type</b>	<b>Module Code</b>	<b>Module Name</b>	<b>Condition</b>
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Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
<b>Courses to which this module is restricted:</b>			

**LEARNING, TEACHING AND ASSESSMENT INFORMATION**

<b>6a. Module Description</b>
The module analyses and evaluates the important issues within international business such as globalisation and the rise of the power of the multi national enterprise. It begins by identifying some important patterns and trends in international business activity. The factors influencing the firm's decision as to the degree of internationalisation and the methods adopted are considered, as is the theoretical and institutional framework within which international business must operate. External challenges to the international firm are examined, and possible internal responses to these challenges are evaluated, such as strategic, human resource, and marketing responses. The importance of a multi-disciplinary perspective for purposes of analysis will be emphasised throughout, as will the use of up-to-date case study and applied materials. One of the main focuses for the design of this module has been the further development of relevant employability and professional skills. Such skills are implicit in the learning outcomes. Assessment in this module is by way of a midterm written assignment and a final project.

<b>6b. Outline Content</b>
-International business: theory and practice -Investment structure -Internationalisation process -International economic integration -International governance of business -Economic and technological issues -Political and legal issues -International financial markets -Foreign exchange risk management -International human resource management -International marketing -Impact of multinational corporations -International socio-cultural environment -International ethical and ecological environment -International business strategy

<b>6c. Key Texts/Literature</b>
Key Text: Ball, Geringer, Minor, McNett, 2012, International Business, 13 Ed, Mc Graw-Hill International. Supplemental Readings: Briscoe, Schuller & Tarique, 2012, International Human Resource Management, Policies and Practices for Multinational Enterprises, 4 Ed, Routledge Morrison, 2011, The Global Business Environment, meeting The Challenges, 3Ed, Macmillan. Daniels, Radebaugh, and Sullivan, 2011, International Business: Global Edition: Environments and Operations,13 Ed Pearson Education. Journals: Research in International Business and Finance
<i>Last Updated: 03/Aug/2009</i>

<b>6d. Specialist Learning Resources</b>
None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Identify and analyse the key issues in international business activity and describe the major driving forces behind the globalisation process and consider the institutional framework which supports it;
2	Knowledge and Understanding	Analyse and appreciate the different complexities between international and domestic marketplaces such as the political, economic, financial, cultural, ethical and legal frameworks;
3	Knowledge and Understanding	Critically appraise potential firms responses to these external influences such as those involving various functional areas of international business management, including international HRM, international marketing, international finance and international logistics;
4	Intellectual, practical, affective and transferrable skills	Critically analyse the underpinnings of international business to real-world and up-to-date case study situations in order to inform and direct international business decision making and evaluate and analyse the driving forces behind the activities of the multinational enterprise.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	24	1-4	3 hours weekly, delivered through lectures and tutorials (24 hours of lectures + 48 hours of tutorials), or equivalent. Including use of lecturer web materials.
Other teacher managed learning	48	1-4	3 hours weekly, delivered through lectures and tutorials (24 hours of lectures + 48 hours of tutorials), or equivalent. Including use of lecturer web materials.
Student managed learning	228	1-4	228 hours comprising directed work on a week-by-week basis outlined in the student module guide, using questions and cases from the key text and lecturer website, on-line materials from the student website linked to the key text and other sources such as articles, newspapers etc. Including detailed week-by-week study programme in module guide and use of student web materials.
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1	50 (%)	Fine Grade	30 (%)
Details:	ASSIGNMENT - 2500 WORDS				
<b>Assignment - 2500 words</b>					
011	Coursework	1-4	50 (%)	Fine Grade	30 (%)
Details:	FINAL PROJECT - EQUIVALENT TO 3000 WORDS				
<b>Final Project - Equivalent to 3000 words</b>					

**In order to pass this module, students are required to achieve an overall mark of 40%.**

**In addition, students are required to:**

**(a) achieve the qualifying mark for each element of fine graded assessment of as specified above**

**(b) pass any pass/fail elements**